

WHO'S BEHIND THE CARTOON MAYHEM? ■ BEING OBAMA

TIME

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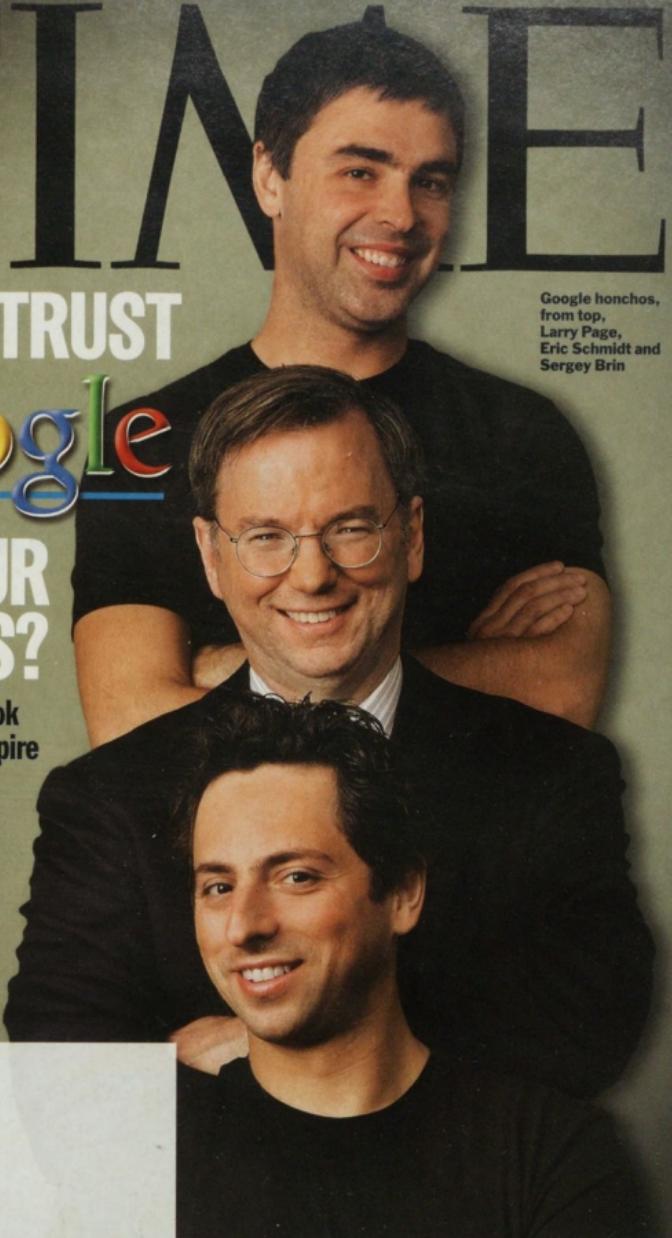
Google

WITH OUR SECRETS?

An exclusive inside look
at the \$100 billion empire
that is dominating
the Internet

BY ADI IGNATIUS

Google honchos,
from top,
Larry Page,
Eric Schmidt and
Sergey Brin



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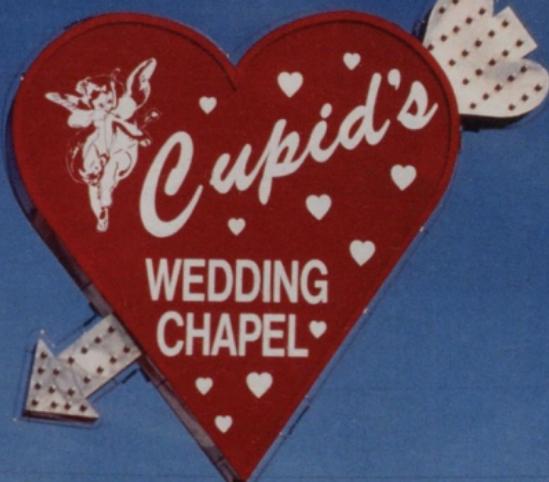
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LIFE TAKES SPONTANEITY



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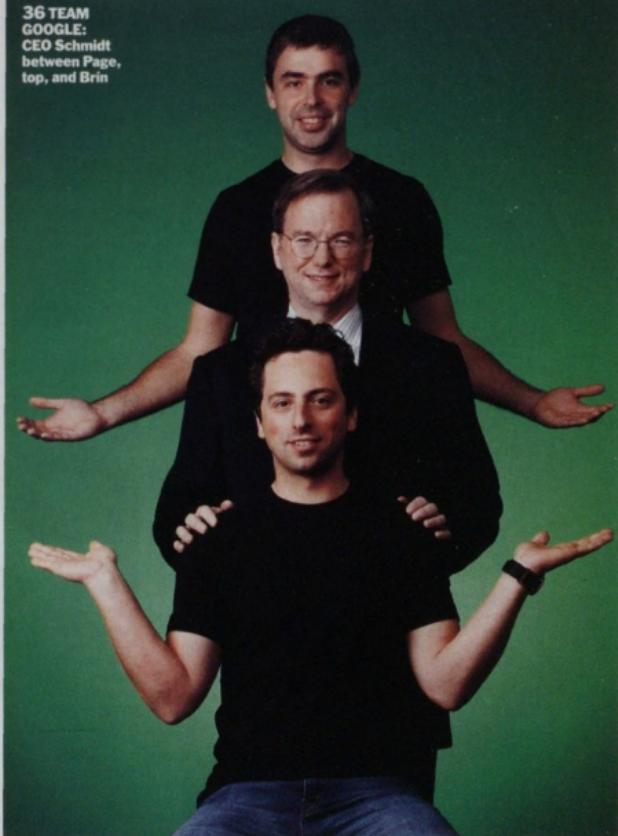


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CEO Schmidt
between Page,
top, and Brin



STEPHANE SICILAIN-CORBIS

TIME

February 20, 2006

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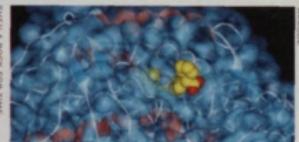
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Ceremonial fireworks kick off the Olympics in Turin, Italy



DAVID HOCKNEY FOR TIME



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TIME ONLINE EDITION

The Winter Olympics have just begun, and so has our *Talk of Turin* blog. Find the insights of our Turin team and compelling photos of your favorite events at time.com/olympics



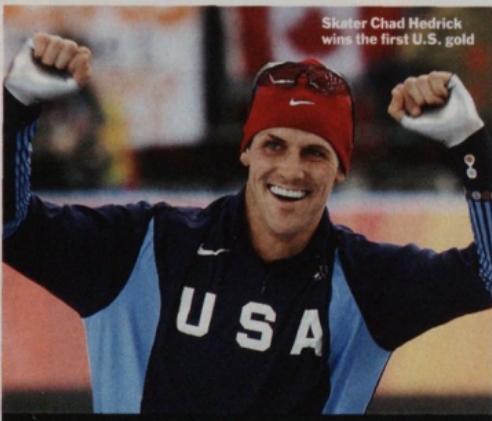
DAVID STRICK FOR TIME

ASK GOOGLE

Our interview with the titans of search at time.com. Plus, Larry Page, Eric Schmidt and Marissa Mayer of Google field your questions

**EYE ON SCIENCE**

Michael Lemmon's new blog parses the latest on everything from global warming to stem-cell research



Skater Chad Hedrick wins the first U.S. gold

CHARLIE ROSE/GETTY FOR TIME



charlie
rose

TIME journalists appear regularly on PBS with interviewer Charlie Rose to discuss the events of the week, fascinating characters and major ongoing stories that they are following. Check out charlierose.com for up-to-date schedules, show transcripts and the Charlie Rose Show message board.

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10 QUESTIONS FOR KAREN HUGHES

The former television reporter, known around the White House as the only person besides Laura Bush who can tell the President he's wrong, now has the job of bridging the chasm between the U.S. and the Muslim world. Hughes, 49, spoke with TIME's Elaine Shannon and Jay Carney about how soccer and Oprah figure into her role as Under Secretary of State for Public Diplomacy.

THERE'S A FAMOUS PICTURE IN OUR OFFICE OF A COWBOY SAYING 'THERE WERE A HELLUVA LOT OF THINGS THEY DIDN'T TELL ME WHEN I HIRED ON WITH THIS OUTFIT.' WHAT HAVE YOU FOUND OUT ABOUT THE STATE DEPARTMENT'S PUBLIC-DIPLOMACY OUTFIT?

I really didn't know what to expect. The morning after the President announced my appointment, the Vice President saw me and said, "Karen, my condolences. You just took the hardest job in government."

DO YOU SEE THE FURY OVER THE MUHAMMAD CARTOONS AS A SETBACK OR AN OPPORTUNITY?

Well, I think this highlights the need for dialogue. The violence is wrong and counterproductive. I can understand why people are offended. That said, in a free society, people have the right to speak out even if others are offended. With freedom of the press also comes responsibility. We need to do a better job of talking through these difficult issues in a peaceful way.

HOW DO YOU MAKE SURE PEOPLE AREN'T JUST TELLING YOU WHAT YOU WANT TO HEAR?

Right now, if we walked down [to the State Department's new media-monitoring unit], you'd see live what's happening on Arab TV. We have a young man who's watching the blogs, the Web chats. So when I walk in, I

BRIDGET ASHLEY—COMBINE FOR TIME



instantly can know what's being said. That unit publishes a daily rapid-response report. It goes to all the Cabinet Secretaries and all our ambassadors.

WE HEAR THAT AMBASSADORS AND EMBASSY PUBLIC-AFFAIRS PEOPLE ARE BEING TOLD TO GET OUT AND TALK MORE.

There used to be a rule that you had to get clearance from public affairs before you did an interview. We've eliminated that because we want people to speak out. It's like what Ed Murrow used to say: "Public diplomacy needs to be in at the takeoff, not just the crash landing."

ANY SURPRISES DURING YOUR MIDDLE EASTERN LISTENING TOUR LAST YEAR?

When I was in Saudi Arabia, women there kept saying, "Your media said this, your media said that," and I finally realized they were talking about an Oprah Winfrey show about domestic violence in Saudi Arabia. Because they don't understand the independence of our media, they thought I put Oprah Winfrey up to that.

ARE THERE BOOKS BY SCHOLARS OF ISLAM THAT YOU FIND PARTICULARLY INSIGHTFUL? John Esposito at Georgetown has done a number of

books. I've read excerpts of a lot of them. [Reza Aslan's] *No God but God*, I've read it. Here at the State Department, we've hosted several events trying to educate our own employees. We've had three scholars and one cleric come and speak about Islamic culture and traditions, and we had a huge turnout.

A SKEPTIC MIGHT SAY THAT WOULD HAVE BEEN GREAT TO DO FIVE OR 10 YEARS AGO, BUT NOW YOU'VE GOT IRAQ AND A GENERAL PERCEPTION THAT AMERICA IS NOT A FRIEND TO MUSLIMS AROUND THE WORLD.

I recognized going in that this is the work of decades, not of months or weeks. Bringing a cleric or a coach who perhaps was very anti-American to America, having them go home with perhaps a different view—that's not going to show up in a public-opinion poll in the next year. I told my staff this morning, "Sometimes I feel like I'm nibbling around the edges, but you just have to keep nibbling."

HOW DO YOU REACH BEYOND THE TRADITIONAL ELITES AND GOVERNMENT OFFICIALS?

In our exchange programs, we're making a real effort to reach out to young people in different populations, not just elites. We've got a World Cup program—soccer is a world sport, something America took up after the rest of the world—and so we're going to have our embassies very involved in inviting kids to come watch the games this summer.

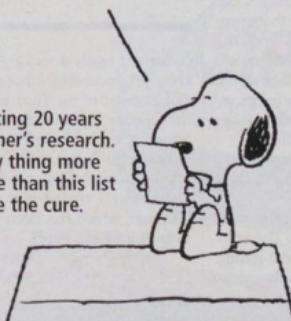
YOUR SON IS A FRESHMAN AT STANFORD. DOES HE WANT TO STUDY ABROAD? I strongly urged him to consider studying overseas for at least a semester, preferably a year. But you never know. Sometimes when their moms suggest things, [kids] tend not to do them.

IS HE ONE OF THE PEOPLE WHO WILL TELL YOU YOU'RE FULL OF IT IF YOU ARE?

[Laughs] Frequently!

Karen Hsiao Ashe MD PhD, William E. Klunk MD PhD, Chester A. Mathis PhD, John C. Morris MD, Ronald C. Petersen MD PhD, Roberto Malinow MD PhD, Thomas C. Südhof MD, Bruce A. Yankner MD PhD, Fred H. Gage PhD, Bradley Hyman MD PhD, Dennis W. Dickson MD, Michael L. Hutton PhD, Douglas C. Wallace PhD, Mortimer Mishkin PhD, Larry Squire PhD, Paul Greengard PhD, Sangram S. Sisodia PhD, Steven G. Younkin MD PhD, Brenda Milner ScD, Michel Goedert MD PhD, Yasuo Ihara MD, Virginia M.-Y. Lee PhD, John Q. Trojanowski MD PhD, Rudolph E. Tanzi PhD, Thomas D. Bird MD, Gerard D. Schellenberg PhD, Ellen M. Wijsman PhD, John Hardy PhD, Alison Goate PhD, Robert W. Mahley MD PhD, Karl H. Weisgraber PhD, Blas Frangione MD PhD, Allen D. Roses MD, Stanley B. Prusiner MD, Konrad Beyreuther PhD, Robert D. Terry MD, Donald Lowell Price MD, Carl W. Cotman PhD, George G. Glenner MD, James F. Gusella PhD, Peter H. St. George-Hyslop MD, Peter Davies MD, Dennis J. Selkoe MD. Promising researchers: Christian Haass PhD, Frank M. LaFerla PhD, David M. Holtzman MD, Lennart Mucke MD, Gary Struhi PhD, Li-Huei Tsai PhD, Iva Greenwald PhD, Mark Mattson PhD, Dmitry Goldgaber PhD, Kenneth S. Kosik MD, Charles Marotta MD PhD, Rachael Neve PhD.

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Ford Focused

TIME's story on CEO Bill Ford's plans for overhauling the Ford Motor Co. and taking on Toyota prompted praise for the company from longtime fans of Ford cars and trucks. Other readers remained doubtful about Ford's prospects until its vehicles are as reliable as its foreign competitors'

TO ANSWER THE QUESTION POSED BY YOUR cover headline [Jan. 30], yes, I would buy a new car from that man, and I have. Thank you, Bill Ford, for your vision and the capable leadership of your company. They will affect the industry for generations to come. And thanks for my 2006 Mustang GT. It looks great in the garage next to the Taurus and the F-150 Ford truck.

BILL HUGHES
Lynn Haven, Fla.

AS SOMEONE WHOSE FATHER HAS WORKED in a Ford plant for more than 25 years, I am truly disappointed by Ford's slash-and-burn plans to lay off as many as 30,000 employees. It's always the blue-collar workers who are first deemed expendable. But what Ford really needs to take a look at is its designs. My family has owned nothing but Ford and Lincoln vehicles since my father began working at Ford, but now even loyal consumers are looking elsewhere.

MEGAN NORRIS
Chicago

IN THIS AGE OF GLOBALIZATION, IN WHICH free trade gives the consumer the option to buy the best value in the world marketplace, consumers should give extra points to Ford when purchasing a car. Here's an American company that created the middle class in the U.S. and built tanks and planes that helped us win World War II. Ford should be given every purchase consideration for its vehicles. After reading your article, I feel like waving the flag for Bill Ford.

JACK WEBER
Oxnard, Calif.

YOUR STORY SHOULD HAVE DONE MORE to address product reliability. The automotive business is not just about styling. Doesn't Ford realize that the American



The quality of Ford's products must be improved. It's not rocket science. Build safe and sturdy cars that last, and they will sell.™

BOB DOUCETT
Dartmouth, N.S.

consumer really does care a great deal about dependability? I thought the styling and comfort of my Ford Explorer were far superior to those of comparable imported SUVs. But I quickly tired of taking it back to the dealer every few months for hundreds of dollars' worth of repairs. That's why I traded it in for a Toyota 4Runner, which has been problem free so far. Listen up, Ford!

DENNIS L. BARTON
Silver Spring, Md.

Cowboys in Love

THE CRITICAL ACCLAIM RECEIVED BY THE movie *Brokeback Mountain* is well deserved [Jan. 30]. It takes a courageous filmmaker to tackle the subject of a love affair between two men. Like many, I was awed by the depth of the movie and its characters. I certainly have no problem with gay men who establish lasting relationships. But I am concerned about those who carry on homosexual affairs while married to women who have no knowledge of their husbands' extramarital activities. While many people are moved by the pain and forbidden love of the male characters in the movie, I can think only about their wives and the secrets that were kept from them.

LINDA ROBERTSON
Oakland, Calif.

YOUR STORY AMPLY ADDRESSED STRAIGHT people's insecurities about *Brokeback Mountain*, but you ought to have mentioned that the movie never would have been made without decades of equal-rights activism by gay men and lesbians.

JOHN OLSKI
Sturgeon Bay, Wis.

Pet Detectives

YOUR ARTICLE "WHODUNIT, DOGGONE IT?", about a genetics laboratory that analyzes animal DNA for use in criminal cases [Jan. 30], described an interesting branch of forensics. The report shed light on a new method of investigation. It is amazing how pets can assist us—relaxing us, helping us cope with stress or loneliness and now even providing evidence at a crime scene. The work done by veterinary genetics laboratories will, I hope, continue to aid in administering justice.

NATHAN FREY
St. Charles, Mo.





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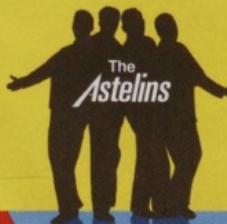
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Who should not use ASTELIN?

If you have experienced an allergic reaction to azelastine or any other ingredient in ASTELIN, do not use this drug. Your doctor can provide a list of these ingredients.

What should I tell my doctor before I use ASTELIN?

Only your doctor can decide if ASTELIN is right for you. Before you use ASTELIN, tell him/her if you are:

- using other prescription medicines
- using medicines you can buy without a prescription, including natural products and herbal products
- pregnant, think you may be pregnant, plan to become pregnant, or are breastfeeding
- allergic to any medicine

How do I use ASTELIN?

Spray ASTELIN into your nose. Follow your doctor's instructions regarding when and how often to use it. Before you use ASTELIN, read the "How to Use Instructions" in the package. Do not spray ASTELIN into the eyes.

How much ASTELIN should I use?

Your doctor will prescribe the dosage that's right for you, or your child, depending on your condition. The usual recommended dosages are:

Adults and Children (12 years and older): 2 sprays in each nostril twice daily

Children (5 to 11 years old): 1 spray in each nostril twice daily

What are the most common side effects?

Like all medicines, ASTELIN may cause side effects; the most common are:

- bitter taste • drowsiness
- headache • nasal inflammation or burning

Tell your doctor if you are experiencing these or any other medical problems while using ASTELIN. For a complete list of side effects, ask your doctor.

CAUTION: Some people may feel sleepy when using ASTELIN. If you feel sleepy, avoid activities that require alertness (like driving a car or operating machinery), and do not drink alcoholic beverages or take other medicines that may cause drowsiness.

What should I do in case of an accidental overdose?

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How should I store ASTELIN?

Store at room temperature (65°–77°F or 20°–25°C). Do not store in the freezer.

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BREAKING RANKS

PRÉSIDENT BUSH may wave away Democratic critics of domestic eavesdropping, but one challenger is proving harder to dismiss: Heather Wilson, a plainspoken Air Force veteran from New Mexico and four-term G.O.P. Congresswoman little known outside of national-security circles. As chair of the

Congress has a right and a duty to exercise oversight. "The men who wrote the Constitution feared most a strong Executive with control of a standing army," Wilson tells *TIME*. "Our Constitution is set up to protect all of us from tyranny."

Wilson served with Condoleezza Rice on George H.W. Bush's National Security Council and plans to rewrite the cold war-era law controlling domes-

tic eavesdropping in collaboration with House Judiciary Committee chairman James Sensenbrenner, who showed his willingness to oversee the Executive Branch last week by sending 51 questions about the program to Attorney General Alberto Gonzales. "The law was written in 1978, pre-cell phone, pre-Internet," Wilson says. "We need to do some updating."

The issue could make Wilson the political canary in the '06 coal mine. Up for re-election—in a dead heat with New Mexico's attorney general—Wilson has received more than 500 letters about the controversial program. Last week she started getting ones thanking her for taking on Bush. —*By Massimo Calabresi*



Party loyalty aside, Wilson is battling Bush on surveillance

MANUEL BALCE CENETA/AP



“It has become clear that official intelligence was not relied on in making even the most significant national-security decisions, that intelligence was misused publicly to justify decisions already made.”

PAUL PILLAR, former CIA official, *accusing the Bush Administration of cherry-picking intelligence to justify going to war*, in the upcoming issue of *Foreign Affairs*

“For them to now claim that we didn't have awareness of it, I think, is just baloney.”

MICHAEL BROWN, former FEMA director, *after evidence surfaced that the White House knew the extent of Hurricane Katrina damage a day earlier than officials had claimed*

“It may be your lucky day. I've lost a page.”

GEORGE H.W. BUSH, former U.S. President, *during his remarks at Coretta Scott King's funeral, which lasted six hours*

“It is fiction. But it has the absolute ring of truth.”

LARRY NATION, spokesman for the American Association of Petroleum Geologists, *which awarded its annual journalist award to Michael Crichton, whose latest novel, State of Fear, dismisses global warming as a conspiracy*

“I thought maybe a box of Krispy Kreme doughnuts would complete this transaction.”

AL MICHAELS, Monday Night Football commentator, *on ABC's parent company, Walt Disney Co., giving him to NBC/Universal, in exchange for the rights to Oswald the Lucky Rabbit, a character Walt Disney created in 1927 before he left Universal Pictures*

“The more lawyers there are, the more people are out there to encourage others not to go to law school.”

DAVID E. KELLEY, creator of the ABC drama *Boston Legal* and himself a lawyer, *on the 9.5% drop in law-school applications so far this year*

“It's Matthew McConaughey meets Orlando Bloom.”

PHILLIP BLOCH, celebrity dresser whose redesign of Mattel's Ken doll includes a hipper wardrobe, softer mouth and sharper jawline



Abramoff, circled, watches Bush greet his client

Abramoff's Kodak Moment

JUST HOW CLOSE WAS THE relationship between the President and disgraced lobbyist Jack Abramoff? Bush "saw me in almost a dozen settings," Abramoff wrote to a journalist friend in an e-mail that surfaced last week, "and joked with me about a bunch of things, including details of my kids." But the White House

has continued to assert that the President has no recollection of ever meeting the admitted felon. Now a photograph of them together has finally come to light. The photo, taken on May 9, 2001, at the Eisenhower Executive Office Building adjacent to the White House, shows a bearded Abramoff in the background as Bush greets

the lobbyist's client, Raul Garza, who was then the chairman of the Kickapoo Traditional Tribe of Texas; Bush senior adviser Karl Rove looks on from the far right of the frame. Told about the photograph in January, the White House said it had no record that Abramoff was present at the 2001 meeting. When shown the photograph last weekend, White House press secretary Scott McClellan confirmed that Abramoff was in the picture but added that "the President has taken tens of thousands of pictures at home and abroad over the last five years. As we've said previously, a photo like this has no relevance to the Justice Department's investigation [into influence peddling in Washington]."

The meeting was a relatively small gathering attended by some dozen people, including Garza—who provided TIME with the photograph and who is under federal indictment for

allegedly embezzling more than \$300,000 from his tribe—as well as another Indian tribal leader who was also Abramoff's client. Abramoff has told friends that "after the [Garza] picture was taken, the President came over and shook hands with me, and we chatted and joked." A photograph of this scene as described by Abramoff was shown to TIME two weeks ago. Abramoff's lawyers have said their client has long had photographs of himself with Bush but that he has no intention of releasing them.

Benigno Fitial, Governor of the Northern Mariana Islands and a former Abramoff client who also attended the 2001 meeting, told TIME that he recalled the President as being "very gracious" at the session, during which Bush gave a short speech on tax policy. "He knew quite a few of the people in the room," Fitial said of the President. "He called them by their first name." —By Adam Zagorin and Matthew Cooper

BLOG WATCH



So-called citizen journalists bagged another trophy last week when **THE SCIENTIFIC ACTIVIST** discovered that NASA public-affairs aide George Deutsch—accused of trying to muzzle agency scientists on the issue of global warming—had never graduated from Texas A&M University, a detail the 24-year-old presidential appointee later explained away by saying his résumé had been written in anticipation of a degree. After he resigned, **THIS BLOG**

TITLE FOR SALE praised the sleuthing as "proof that blog journalism is real." Meanwhile, **THE VELVET BLOG** pondered updating his own résumé "in anticipation of graduating from Harvard and running a Fortune 500 company."



STATUS REPORT | RITALIN

Getting Hyper About Ritalin

An FDA advisory panel last week recommended adding the agency's strongest possible safety warning for Ritalin and other popular attention-deficit drugs. Here's what's behind the buzz:

Is the proposal based on new data? No. The panel had been tasked with suggesting studies to explore the cardiovascular effects of these drugs. The idea of adding a "black box" warning came as a surprise.

Do these drugs pose a risk to the heart? Maybe. Ritalin and its cousins Concerta and

Adderall are stimulants that can raise heart rate and blood pressure. The FDA knows of 25 cases of people—19 of them children—dying suddenly while on the drugs and dozens of cases of stroke and arrhythmias, but cause and effect are far from certain. Those are small numbers

given that 2.5 million kids and 1.5 million adults in the U.S. take the drugs, but some panel members think many cases may go unreported. Cardiologist Steven Nissen, who proposed the warning, is worried about adults on the drugs, 10% of whom are over 50 and may have other risk factors for heart trouble.

Is the warning warranted? Not at this point, says Dr. Thomas Laughren of the FDA. But the agency will review the risk labels on the drugs and probably launch a formal study of cardiovascular dangers. Overprescription is another big concern. Nissen notes that 10% of 10-year-old boys are being treated for attention-deficit/hyperactivity disorder. **What should patients and their parents do now?** Talk to their doctor, especially if the patient has a heart problem or a family history of cardiac trouble. —By Claudia Wallis



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GOLD-MEDAL MOTIVES

THE ENTIRE WORLD COMES together for the Olympics, making the Games seem a perfect platform for plugging a product or, better yet, boosting a cause. With 2,600 competitors from 82 countries gathering for the Winter Games in Torino, Italy, everyone from peaceniks to members of crochet collectives is trying to share some of the spotlight.

—By Jeninne Lee-St. John

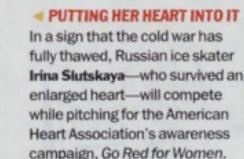


► RAINBOW GAMES Italy's gay, lesbian, bisexual and transgendered community hopes a second Olympics—the **Torino Pride Games 2006**—in March will soften people's attitudes in the socially conservative nation.



► BUT GUAM'S GOT A TEAM!

If the nation's capital is not a U.S. state, why can't it be a separate sporting territory? A team of novice curlers formed the **District of Columbia Olympic Committee** to make the point. Right now, they have to practice in Virginia.



► PUTTING HER HEART INTO IT

In a sign that the cold war has fully thawed, Russian ice skater **Irina Slutskaya**—who survived an enlarged heart—will compete while pitching for the American Heart Association's awareness campaign, *Go Red for Women*.



► NO IDLE HANDS For the 16-day **Knitting Olympics**, some 4,000 crafty couch potatoes have set a series of stitching goals they want to reach while watching the Games. Charitable projects include making clothes for U.S. pregnancy centers and for tots in Mongolia.



Tumult in Toon Town

Where have all the pixels gone? That's what cartoon mavens were asking about the Oscar finalists for animated feature. At a time when computer-generated imagery (CGI) bedazzles the box office, when Disney dumps its 75-year-old traditional-animation unit and spends \$7.4 billion to buy CGI leader Pixar, the three nominees are defiantly old-fashioned and handcrafted: two delightful stop-motion movies—*Wallace & Gromit in the Curse of the Were-Rabbit* and *Tim Burton's Corpse Bride*—as well as a hand-drawn fantasy, *Howl's Moving Castle*, from Japanese Hayao Miyazaki. Meanwhile, three big-studio CGI hits—*DreamWorks' Madagascar*, *Disney's Chicken Little* and *Fox's Robots*—got shut out.

CHASING OSCAR

Wallace and Gromit need no computers



DEA/WARNER BROS./COURTESY OF EVERETT COLLECTION

You could say the category's voters (316 animation professionals) were in sync with this year's overall Oscar mood: ignore the mainstream hits, and reward quality work in the little films. (Hi there, *Brokeback Mountain!* Bye-bye, *Narnia!*) But the resentment of cartoon veterans toward the CGI style that put them out of business could play a part. "A lot of animators are older, and computers have a stigma," says Tim Miller, creative director of Blur Studio, which copped a nomination last year for its short *Gopher Broke*. "I hate seeing political motivation influencing what's chosen." Perhaps the main reason no CGI film was nominated is that Pixar postponed the release of *Cars*—its only feature scheduled for 2005—to 2006. But the other CGI studios still won where it counts: worldwide box office for *Madagascar*, *Chicken Little* and *Robots* together was more than \$1 billion. That means their makers can cry all the way to the piggy bank. —By Richard Corliss. Reported by Desa Philadelphia

CAUGHT IN A GUN FIGHT

The National Rifle Association may have met an immovable object in Florida: Big Business. The Florida Chamber of Commerce is fighting an N.R.A.-backed bill that guarantees the right to take guns to work (or at least to the office parking lot); guns would have to be kept locked up in a car). The bill would hit uncooperative employers with felony charges. "This time they crossed the line," says the Florida Chamber's Mark Wilson of aggressive N.R.A. lobbyists. With a similar Oklahoma bill stalled in the courts, Florida G.O.P. lawmakers are torn between two of their best friends. Take the bill's sponsor, for instance. Dennis Baxley, who gets highest ratings from both the Chamber and the N.R.A., says, "It's very awkward for me." —By Barbara Liston



MICHAEL MANOOGIAN/MASTERFILE



NUMBERS

30 New species of plants and animals discovered during a recent expedition to remote western New Guinea, including the orange-faced honeyeater, above, and 20 frogs

2.5 million Acres in New Guinea's Foja Mountains virtually untouched by humans



\$16 billion Amount of U.S. taxpayer money disbursed in the Iraq reconstruction program

6 Measures of infrastructure performance presented to a Senate committee hearing, of which only one—hours of power available outside Baghdad—has surpassed preinvasion levels

42 million Sleeping-pill prescriptions filled in the U.S. last year, up nearly 60% since 2000

\$298 million Amount drugmakers spent in the first 11 months of 2005 to convince consumers that sleep aids are safe and effective—four times as much as they spent in 2004

15.1 million TV viewers of the Grammy Awards' first hour

28.3 million Viewers of amateur singing contest *American Idol* during the same time slot

FROM TOP: CONSERVATION INTERNATIONAL; GETTY IMAGES FOR TIME'S 100; AP/WIDEWORLD

CAM—OTTAWA CITIZENCABLE CARTOONS



CAM OTTAWA CITIZENCABLE CARTOONS

“This week a group of Nevada residents began a campaign to legalize marijuana in the state of Nevada. The group’s slogan is, Whores and gambling aren’t enough.”

—CONAN O’BRIEN

JEFF STANLER—THE COLUMBUS DISPATCH/UNITED MEDIA



“WITH SWEEPS UNDERWAY, NETWORKS ASK RUNAWAY BRIDE TO RUN AWAY AGAIN”

—Fake news headline from THE BOROWITZ REPORT

SCHOOL OF BOSTON/SHUTTERSTOCK/GETTY IMAGES FOR TIME'S 100



“Winning isn’t everything. It’s just as important that we rub it in. Medal counts are a great, quantifiable way to say ‘Yes, we’re in an unpopular war, we’re bitterly divided, and we’re embroiled in scandal, but if you get all up in our bobsled grill, we’ll bring the \$%#@# hammer down.’”

—STEPHEN COLBERT

“ABC announced their show *Commander in Chief* is going on a six-week vacation or—as Bush calls it—August.”

—JAY LENO

For more political humor, visit time.com/cartoons



Your needs have changed. Your tastes have changed. And The Coca-Cola Company is changing right along with you.

When it comes to meeting the needs and the expectations of parents, educators, government, and, of course, the people who enjoy our products every day, we are listening. And we're doing things to try and make a difference, like providing more options including those that can help people manage their weight.

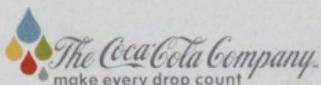
▲ **We're committed to offering products that answer your needs.** The Coca-Cola Company now provides more than 80 different products in the United States. Over half of the drinks our customers now choose are low-calorie soft drinks, juices, sports drinks and waters. And the 15 new low-calorie options we added in 2005 provide even more choices.

▲ **We're committed to supporting physical activity.** Our support of programs that provide nutrition education and physical education help get over 4 million kids in this country informed and up and moving.

▲ **We're committed to helping you make informed choices about nutrition.** Beginning in 2006, we'll be providing you with more useful information about our beverages and their ingredients beyond the label on the package. It's information designed to help you decide the right role for our products for yourself and your family.

▲ **We're committed to listening to your wishes in our advertising practices.** Parents have told us that they prefer to be the gatekeeper when it comes to what to serve their children. And for over 50 years we've adhered to a company policy that prohibits advertising full-sugar carbonated soft drinks on television programs primarily viewed by children.

As your needs and tastes change, we're changing right along with you, doing all we can to help *make every drop count*. You can find out more at coca-cola.com.



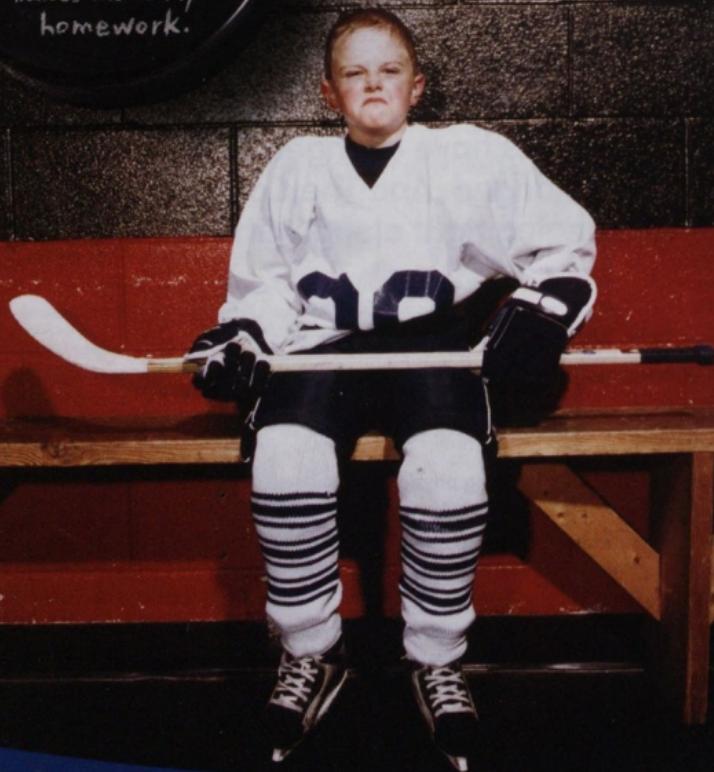


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To Taylor

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I play hockey.
Then my Mom
makes me do my
homework.

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Taylor, future U.S. Olympic hopeful, relies on the most complete and secure network from AT&T
so he can have DSL high speed Internet access to stay connected to the U.S. Olympic Team.

The new



▼ **EXPECTING, PRINCESS KIKO**, 39, daughter-in-law of Japanese Emperor Akihito; her third child, news of which has quieted a heated national debate over a succession law as the public awaits word of the baby's gender; in Tokyo. With no male heirs in sight—both Kiko and Crown Princess Masako have so far given birth only to girls—many Japanese have been clamoring to revise the law to allow an empress and subsequently her children to ascend the Chrysanthemum Throne, an event Japan has not witnessed in more than two centuries and officially banned in 1947.



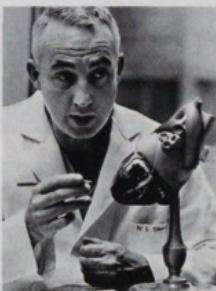
ESCAPED, JAMAL AL-BADAWI, 36, al-Qaeda operative sentenced to death for masterminding the 2000 bombing of the U.S.S. *Cole*, which killed 17 sailors; from a Yemeni prison, along with 22 other convicts; through a 460-ft. tunnel officials said was dug by inmates as well as conspirators outside the prison; in Sana'a. The carefully planned escape raised questions about whether al-Badawi, who broke out of another Yemeni jail in 2003 and was recaptured 11 months later, had assistance from Yemeni officials.

▼ **DIED, FRANKLIN COVER**, 77, longtime character actor best known for his role as Tom Willis in *The Jeffersons*, the white half of TV's first interracial couple; of pneumonia; in Englewood, N.J.



► **DIED,**

FREDDIE LAKER, 83, ebullient airline-industry underdog and visionary who in the 1970s pioneered the concept of cheap fares for the masses with his short-lived but much admired Skytrain service; in Hollywood, Fla. Launched in 1978, the London-based service encouraged flyers to cross the Atlantic casually, without even booking a flight. (If a flight was full, passengers simply waited for the next one.) Though his company disbanded in 1982 after bigger airlines slashed their fares, Laker became a hero to entrepreneurs including his fellow Briton Virgin Atlantic CEO Richard Branson.



impressive Stanford University team, he found ways to use

smaller doses of toxic anti-rejection drugs; was an early proponent of a safer alternative, cyclosporine; and dramatically improved transplant survival rates.

► **DIED, REUVEN FRANK**,

85, wry, trailblazing TV news producer; in Englewood, N.J.

In a radio-influenced era in which TV news often meant anchors reading headlines, the NBC News president made the most of the new medium, infusing such protégés as Tom Brokaw and Linda Ellerbee with his zeal for compelling storytelling that let pictures shine. Among the Emmy winner's best-known innovations was pairing two anchors in *The Huntley-Brinkley Report* whose lively pacing, witty asides and hokey sign-off ("Goodnight, David," "Goodnight, Chet") are credited with changing the style of TV news.

► **DIED, REBECCA WEBB**

CARRANZA, 98, pioneering tortilla-chip maker; in Phoenix, Ariz. In the 1940s, as her family's California company, the El Zarape Tortilla Factory, led the industry into machine-made tortillas, she took home a handful of the many misshapen rejects for a family party, cut them into triangles and fried them. The chips, a hit with her guests and later for the company, helped popularize the snack and earned her the industry's innovator award, the Golden Tortilla.

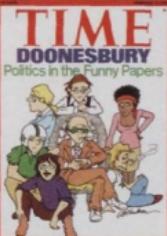


► **DIED, NORMAN SHUMWAY**, 83,

the first physician to perform a successful heart transplant in the U.S.; in Palo Alto, Calif. His first transplant patient, in 1968, died of complications after 14 days. In the years that followed, most transplants ended in lethal infections or organ rejection soon after surgery. But Shumway, a surgical mentor to Tennessee Senator Bill Frist, pressed on as others were giving up. With an

30 YEARS AGO IN TIME

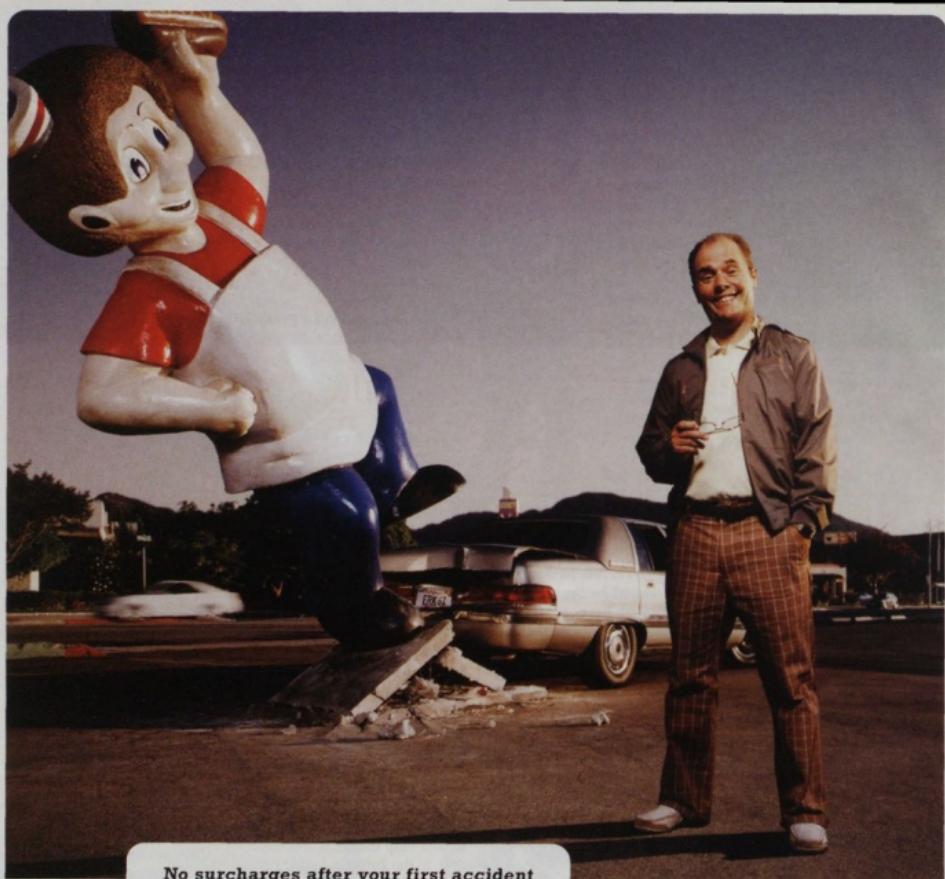
Cartoonist Garry Trudeau said he would never have drawn the image of Muhammad, but his **DOONESBURY** strip has met its share of controversy.



The panels are so volatile that half a dozen editors regularly run the strip on the editorial page. Sometimes they don't run it at all. The Los Angeles Times yanked a 1972 Trudeau strip about a diplomatic visit by Nixon and Kissinger to a distant and alien land: [the poor Los Angeles neighborhood of] Watts... Trudeau's most inspired excess was the Nixon-era strip in which Radical Disk Jockey Mark Slackmeyer ends a surprisingly fair "Watergate Profile" of John Mitchell with the remark that "everything known to date could lead one to conclude that he's guilty. That's guilty, guilty, guilty!" Trudeau later explained that he was only trying to parody the hysteria of Nixon foes, but dozens of papers excised the panels. In an editorial, the Washington Post huffed: "If anyone is going to find any defendant guilty, it's going to be the due process of justice, not a comic-strip artist. We cannot have one standard for the news pages and another for the comics."

—TIME, Feb. 9, 1976

Read the entire article at time.com/years



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Joe Klein

Will Someone Please Lend This Guy a Hand?

THE CELEBRATION OF ASHURA, THE SHI'ITE DAY OF MOURNING, was one of the first passionate displays of Iraqi freedom after U.S.-led troops toppled Saddam Hussein's regime in the spring of 2003. Saddam had banned the holiday, which commemorates the battlefield death of Muhammad's grandson Hussein in A.D. 680. But tens of thousands of pilgrims suddenly appeared in the streets of Karbala after the coalition troops swept through, scouring themselves bloody in the traditional attempt to replicate the

pain of Hussein's death. In 2004 and 2005, a different sort of pain was imposed, by terrorists—probably the followers of al-Qaeda in Mesopotamia leader Abu Mousab al-Zarqawi—who launched vicious bombing attacks in Karbala, killing 170 pilgrims in 2004 and 60 in 2005. Ashura was celebrated again last week, and there was blood, as always, but no bombs.

That small triumph passed largely unnoticed, given the cartoon conflagrations throughout the Islamic world. And it's possible that a peaceful Ashura was just a fluke; there was plenty of violence elsewhere in Iraq last week. Insurgent attacks—about 70 a day—are significantly higher than they were last year. But there are curious patterns to the violence, which may have something to do with the absence of carnage in Karbala. Last summer al-Zarqawi apparently received a letter—later released by the U.S. government—from the al-Qaeda leadership ordering him to stop bombing Islamic innocents. Recently al-Zarqawi's terrorists seem to have found a new preoccupation: assassinating Sunni leaders who are planning to participate in the new Iraqi government. They killed prominent Sunnis in Kirkuk and Fallujah last week. Those may be signs of desperation, signs that al-Zarqawi fears that an all-inclusive deal is possible, bringing Sunnis more prominently into the new Iraqi government and defanging the insurgency.

The man quietly brokering that deal is Zalmay Khalilzad, the U.S. ambassador to Iraq, and it is now crunch time. A new Iraqi government will be formed in the next month or so. There will be a simple measure of Khalilzad's success: How much power, be-



U.S. Ambassador Khalilzad is negotiating for a fair Iraqi government

yond their one-fifth minority status, will the Sunnis be given? At the heart of the negotiations will be a bright-line test: Who will control the Interior Ministry, now in the hands of Shi'ite religious extremists with close ties to Iran, who have murdered and tortured thousands of Sunnis? Even the Shi'ite leadership—in the person of Abdul Aziz al-Hakim, leader of the Supreme Council for the Islamic Revolution in Iraq (SCIRI)—has acknowledged the excesses. "We call upon our faithful security forces," al-Hakim said last week, "to continue strongly confronting terrorists but with more consideration to human rights."

Keep an eye on SCIRI during the coming weeks. "[It's] a problem," says a senior diplomat from one of Iraq's neighboring countries. "They want as much power as they can get, which is understandable—but potentially disastrous ... We believe Khalilzad is the best person you have sent to Iraq. He speaks to all sides and doesn't have an ideological agenda. But there may come a time when Khalilzad will need support, when world-

wide pressure on the Shi'ite will be necessary."

The Bush Administration has not been known for its ability to organize global coalitions—but an opportunity exists now to do what wasn't done before the invasion of Iraq, to bring "Old Europe" back on board to press for the right kind of deal in Iraq. Indeed, the cartoon controversy seems a sign that attitudes toward Islamic extremism are hardening in Europe. Publications in Italy, Germany, France and Norway expressed solidarity with

Denmark by reprinting cartoons of the Prophet. Conservative and populist anti-immigrant political parties are on the rise throughout the Continent. "Anti-American feelings have really diminished," Senator John McCain told me last week after returning from meetings with European leaders. "The Europeans have their own problems now. And I think the situation in Iran has led them to understand the importance of a stable Iraq."

The threat of a resurgent Iran, with its nuclear ambitions and its crude new President, Mahmoud Ahmadinejad, has concentrated the minds of both Western diplomats and Middle Eastern

Sunni governments. Suddenly the prospect of a permanent Iraqi government dominated by Iran-friendly religious Shi'ites seems a more pressing problem. "If the negotiations in Iraq do not yield a government acceptable to Sunnis," the Middle Eastern diplomat told me, "we could be looking at a civil war that becomes a regional conflict."

Last fall when the negotiations over the new Iraqi constitution almost collapsed because of Shi'ite intransigence, the U.N. issued a vehement objection, and remarkably, the Shi'ites compromised. The stakes are higher now, and it will take more than U.N. pressure to win Shi'ite concessions. In the end, it may take a high-profile presidential or Condoleezza Rice-led diplomatic campaign—like Henry Kissinger's in the Middle East or Richard Holbrooke's in Bosnia—to force a deal that could salvage George W. Bush's legacy in the desert. ■



To see a collection of Klein's recent columns, visit time.com/klein

ON THE JOB
Obama on the
subway that
links the Hart
building, where
he has his office,
and the Capitol



THE EXQUISITE DILEMMA

of BEING OBAMA

The Democratic Party's new star has many admirers, but they all expect something from him. Can he please everyone?



NATION

lic persona that could help him win the presidency one day? But last month Obama finally found his cause: he wanted to lead Democrats in the push for lobbying and ethics reform. The issue seemed perfect for him. It's high profile because of the Jack Abramoff scandal. And it plays to his cultivated image as a politician above party ideology. Unlike gay marriage or abortion, ethics reform is not polarizing: no one is in favor of corrupt legislators.

Senate Democratic leaders were happy to have Obama take the baton, but didn't want the Illinois Senator to indulge in his usual *pox-on-both-their-houses* political style, whereby he lectures Democrats and Republicans alike for being divided and looks for a bipartisan solution. Democrats wanted to attack the G.O.P. over the excesses of lobbyist and admitted felon Abramoff, a Republican, and get a law passed only on their terms. So Obama tried to split the difference. He showed up at a bipartisan meeting on lobbying reform with Republican Senator John McCain but later sent McCain a letter saying he would work on the Democrats' version of a reform bill, as Democratic leaders desired, rather than McCain's. In an angry, sarcastic letter in reply, McCain blasted Obama last week for his "disingenuousness" and "self-interested partisan posturing." "I concluded your professed concern for the institution [of Congress] and the public interest was genuine and admirable," McCain wrote. "Thank you for disabusing me of such notions."

The public scolding illustrated perfectly the exquisite dilemma of being Obama: How do you remain as popular as you are, preaching a message of unity, while also making some of the tough partisan decisions that define you as a politician and ultimately help advance your career? Obama's debut on the national stage, his speech at the 2004 Democratic National Convention, mesmerized people because he seemed to speak for almost everyone, black and white, liberal and conservative, immigrant and native born. But in the Senate, where voting means you have to take sides, Obama has found that preserving his Everyman appeal is almost impossible.

While Obama has drawn praise from Democrats and Republicans for his intellect and diligence, he's struggling to please all those who expect something from him: liberals want the formerly feisty antiwar candidate to be the standard bearer for their causes, Democrats in Washington want him to take on Bush, African Americans want the only black Senator to speak out on racial issues, and moderates and Republicans like McCain want to see Obama's bipartisan side. It's a complicated balance, particularly for a man who would need the support of all those disparate groups to become President—a possibility he already has his eye on. "People have enormous expectations of him," says David Axelrod, one of Obama's top advisers. "And to live up to them is difficult. He's just a person, and the minute

By PERRY BACON JR.

WHEN OPRAH WINFREY HAS declared you "more than a politician," when you've had dinner with Bill Gates and Steven Spielberg and received 300 speaking invitations a week, things are going well for you as a freshman Senator. So you might forgive Barack Obama for being cautious in his first year on Capitol Hill. Why should he risk blemishing an almost perfect pub-



IN DEMAND Obama with, clockwise from lower left, Bono, Democratic Senator Joe Lieberman and, after their flare-up last week, Republican Senator John McCain. Obama jokingly drew a fist



you start casting votes, you make some people happy and some people unhappy."

NAVIGATING THE SENATE

BEFORE OBAMA EVER CAST A VOTE IN THE Senate, his picture had been splashed on magazine covers, and pundits were declaring he would be the first black President. That kind of fame can be awkward in the Senate—where nearly every member thinks he or she could be President. But Obama has won over his colleagues by using the Hillary Clinton approach of conspicuously paying respect to their experience. After his term began, he met with more than a dozen Senators, including Clinton and Ted Kennedy, to seek their advice. In weekly breakfast meetings for Illinois residents visiting Washington, Obama spends much of his time deferring to Illinois' other Senator, assistant Democratic leader Dick Durbin.

For a Q&A with Barack Obama, visit time.com



He says someone asks him about his presidential prospects "every day." He won't run for President or Vice President in 2008, he says, but even his aides acknowledge that he doesn't intend to spend decades in the Senate. And he already looks the part. He dresses impeccably and carries his 6-ft. 2-in. frame with a liquid confidence. He's fully aware of his talents. "I probably always feel on some level I can persuade anybody I talk to," Obama told TIME.

But Obama's ambition sometimes makes him overly cautious. Eight months ago, when a TIME reporter asked him if he had read any interesting books or met any interesting people lately, he said he wanted to think about that and respond later. Obama rarely plays the role of attack dog for his party. "He's very carefully chosen what assignments he will take," says a Senate Democratic aide. Some Democrats complain that his high-profile alliances with Republicans—such as his joining with Tom Coburn, one of the most conservative Republicans in the Senate, to push a bill to monitor Hurricane Katrina recovery spending—smack of a man positioning himself for a presidential run. "He needs to be careful not to look too political and too out for himself," says a Democratic strategist. "He needs to pick some fights [with Republicans]." The McCain battle was unintentional, and Obama has tried to walk away from it. He called McCain "cranky" but said he still respects him.

Obama tells the tourists they should direct their questions to Durbin, "the second most powerful Democrat in the Senate," a man who is "working on every bill." Says California Senator Barbara Boxer, a Democrat: "It's nice to see someone that young, that talented, show humility."

Republicans have also embraced Obama, realizing that any legislation he cosponsors will automatically get more attention because of his fame. Obama was able to get more done last year than his junior status would normally allow. He joined a bipartisan effort on avian flu that resulted in several billion dollars of funding to prepare for a possible outbreak. He helped get funding for veterans' health care increased \$1.5 billion. The main G.O.P. worry is that Obama's political future may be too promising—that he would be hard to beat as a presidential contender.

Make no mistake: Obama wants to be more than a well-liked, effective Senator.

PHOTOGRAPH BY JEFF KOWALSKY/WHITE HOUSE; BONO: EVERETT COLLECTION; MCCAIN: AP/WIDEWORLD

HOLDING HIS BASE

OBAMA WAS A LITTLE-KNOWN ILLINOIS LEGISLATOR four years ago with a last name that sounded a lot like "Osama." But after some strong speeches he gave in 2002 and 2003 opposing the Iraq war, antiwar activists were instrumental in helping him win his Senate seat. They thought that once in office, Obama would be a loud voice attacking the Bush Administration's war policy. Instead, he said little about Iraq most of last year, and his position in a November speech was barely distinguishable from what congressional Republicans say: More progress toward

stability in Iraq needs to be made in 2006, but any sort of immediate troop withdrawal would be a mistake. "Barack has taken a more moderate stance, and that has angered a lot of people," says Marilyn Katz, a Chicago antiwar activist who still supports him.

"It's not that I'm being cautious," Obama says, speaking about his antiwar critics. "It's that I disagree with them." Part of the problem is that Obama appeared on the Illinois scene in 2002 and on the national stage two years later without people knowing much about him. So liberals in particular have often projected onto him views he doesn't have. Plus, Obama prides himself on being a politician who is unpredictable and difficult to label as either a centrist or a liberal.

But in the Illinois senate, Obama took major risks on legislation that could have cast him as a liberal. He was the key leader behind a law requiring that all confessions and interrogations in murder cases be videotaped, a provision about which many police and prosecutors and even Illinois' Democratic Governor at first expressed doubts. "That was risky," says Julie Hamos, a Democratic Illinois state representative. "We haven't seen that exactly on the national level."

Obama says he's not moving to the center. "My street cred as a progressive is not something I worry too much about," he says. But Obama's boldest moves in Washington have been to scold the Democratic base. Last fall Obama voted against Supreme Court nominee John Roberts. But when liberal bloggers bashed several other Democratic Senators for supporting Roberts, Obama defended his colleagues. In a posting of more than 2,100 words on the popular liberal blog *Daily Kos*, which flashed around the political world, he wrote that the way to stop conservative judicial nominees was by winning Senate seats and the presidency, not "viliifying good allies."

After Senator John Kerry announced that he would organize a filibuster to block the Supreme Court appointment of Samuel Alito last month, Obama was skeptical, saying "There is an overreliance on the part of Democrats for procedural maneuvers" and noting that his party clearly didn't have the votes to stop the appointment. The

comments infuriated many of the liberal activists and Senate Democratic aides working to stop the nomination. The next day, Obama voted for the filibuster he had criticized, which failed, as he had predicted. "You're either for it or against it," said a Democratic activist who was working to build support for the filibuster. The waffling also puzzled some Republicans who like Obama. "That's very disappointing," said Lindsey Graham of South Carolina about Obama's vote.

RACE MATTERS

UNLIKE AL SHARPTON OR JESSE JACKSON, Obama is part of a new generation of black leaders who insist on being seen as more than representatives of their race. That's in part because, as the biracial son

of a white mother and an immigrant father from Kenya, he belongs to more than one. But it's also because he has declined to assume the role. When President George W. Bush suggested last year that his proposed Social Security private-accounts plan would help African-American men, because on average they die earlier than members of other demographic groups and often don't collect much of their Social Security money, Senate Democrats approached Obama to

speak on the issue. He was reluctant and attacked Bush on this point only after some prodding, arguing that the current system helps blacks more than Bush's accounts would. Obama was more public in his criticism of Bush's handling of Hurricane Katrina, but he declined to join other black leaders who said the debacle showed that Bush didn't care about African Americans. Privately, the Congressional Black Caucus, a group of 43 African-American members, complains that Obama hasn't done enough to push its causes—like organizing to oppose Bush's judicial nominees.

Obama sees no need to be a black leader on all issues. "I don't know who the top white leader is," he said, naming Bill Gates, President Bush and Bono as possi-



A PAUSE
During a staff
session at his
office, the
busy Senator
takes time to
reflect

"He's got all the talent. The question is, Are you willing to be criticized, willing to be attacked?" —DAVID SIROTA, Democratic activist

of a white mother and an immigrant father from Kenya, he belongs to more than one. But it's also because he has declined to assume the role. When President George W. Bush suggested last year that his proposed Social Security private-accounts plan would help African-American men, because on average they die earlier than members of other demographic groups and often don't collect much of their Social Security money, Senate Democrats approached Obama to

abilities. He says his African-American roots are very important to him. Photos of Muhammad Ali and Martin Luther King Jr. adorn his office walls, along with a painting of Thurgood Marshall, the first black Supreme Court Justice. Within his political-action committee, Obama has created a fund to support one-week training courses for minorities interested in working on political campaigns. Concerned about government-sponsored killing in the Darfur region of Sudan, he

plans to visit that country on a trip to Africa this summer.

Obama says he does not worry that his political career is a delicate balancing act. And if it is, he does not consider that grounds for complaint. "That's a high-class problem to have," he says. But it is a problem, argues Obama critic David Sirota, a former Democratic congressional aide

from Montana who now runs a blog that is popular among Washington insiders. Sirota is worried that Obama's caution may muddle his record in the Senate—which, as Kerry found out, could ultimately hurt his chances of winning the White House. "He's got all the talent," says Sirota. "The question is, Are you willing to be criticized? Are you willing to be attacked?"

Asked again in early February in an interview with TIME in his Senate office what he had been reading, Obama had an answer this time: E.L. Doctorow's new novel about the Civil War, *The March*, and the Bible. He added that he had picked a passage in the *Book of Romans*, Chapter 12, to read at the National Prayer Breakfast in Washington. It is a passage about humility. ■

POLITICAL MEMO

The Establishment's Pick?

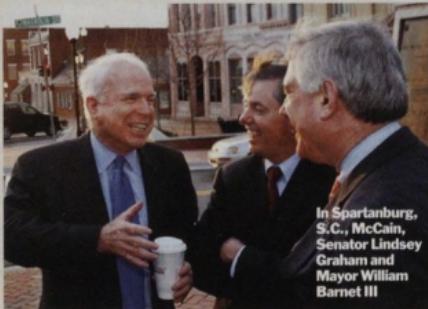


Republicans, unlike Democrats, like to anoint their presidential candidates early.

The leading indicator is often the G.O.P. moneymen, who rush to get into the game at the first whiff of a winner. In 1998 and '99 they got behind a newcomer Texas Governor and made him the early, formidable favorite for the 2000 race. Now, although it's two years until the first primary contest of 2008, a surprising number of those very same people seem to be settling on a most ironic choice: Arizona Senator John McCain, George W. Bush's bitter adversary in 2000 and a mischievous who has become synonymous with the cause of making money less important in politics.

Reports recently filed with the Federal Election Commission show that McCain's Straight Talk America political-action committee raised more money in the second half of last year than that of any other potential G.O.P. presidential candidate. Even more significant is the number of big-name Republican fund raisers who are climbing aboard, suggesting the beginnings of a money operation that other contenders in the party will have difficulty matching. None of McCain's new allies are more impressive than former Congressman Tom Loeffler of Texas, a mega-fund raiser for Bush. Loeffler says he has told McCain he is willing "to be

your bottle washer, or I'll fix the flat on the Straight Talk Express bus." While Loeffler notes that he has been "very, very close friends" with McCain since the 1970s, he says McCain is finding new chums among the same



Republicans who invested so much to keep him out of the White House six years ago. "The battle of 2000 is far behind," Loeffler says, "and they are looking for a winner in 2008."

In some ways, it is the most practical of calculations: conventional wisdom has it that while a Republican primary would be difficult for McCain because his maverick bent has alienated many in his party, his crossover appeal would be hard to beat in a general election, especially if the Democrats nominate a polarizing candidate like Hillary Clinton. And fund raisers, more so than party activists, have always kept their eyes focused on the next

election. McCain's strategists note that he is talking a lot these days with California investor Gerald Parsky, who raised hundreds of thousands of dollars for Bush in 2000, and New York financier John Moran, who was Bob Dole's national finance chairman in 1996. Parsky has not picked a horse yet for 2008 and says McCain consults him primarily on economic policy. But he

says of McCain, "He is a great public servant, and I think very highly of him."

The moneymen don't always make the winning bet. Just ask President John Connally or President Phil Gramm. And McCain generates little enthusiasm among much of the G.O.P. rank and file, who fume about his many apostasies, not the least of which is the McCain-Feingold campaign-finance law.

Still, the Senator is looking more and more as though he could be the mainstream G.O.P. man. He won points in 2004 for the energy with which he campaigned for Bush and for his unwavering support of the Iraq war. His reformer credentials

could help inoculate Republicans from the growing ethics scandals in Washington; his efforts to curb Congress's practice of slipping lobbyist-sponsored earmarks into spending bills have put him on the same page as those in the party who are most alarmed over how the deficit has exploded under Bush and the Republican Congress. McCain's public spat with Democratic rising star Senator Barack Obama has not hurt him with his fellow Republicans either. "If you pick a fight with a Hillary Clinton or an Obama, the base watches and approves," says activist Grover Norquist, who is no McCain fan. "So it sends all the right vibes."

McCain also caught a break last week when James Webb, Navy Secretary under Ronald Reagan, announced he would run as a Democrat against Republican Senator George Allen of Virginia. Allen had hoped to have only token opposition in his re-election bid this year, making it possible for him to also build the machinery for a 2008 presidential run. But with the charismatic Webb as a possible opponent, Allen will have to stick close to home.

McCain's strategists say that while the party establishment is softening toward McCain, the candidate has not changed. Says one: "The Republican mainstream is shifting, and all of a sudden, John is in it." Surely no one could be more surprised than McCain by how things turn in politics: the scourge of the Establishment is finally finding love in the G.O.P.—and it's coming from the people who write the biggest checks.

—By Karen Tumulty/Washington

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The Power of Dreams

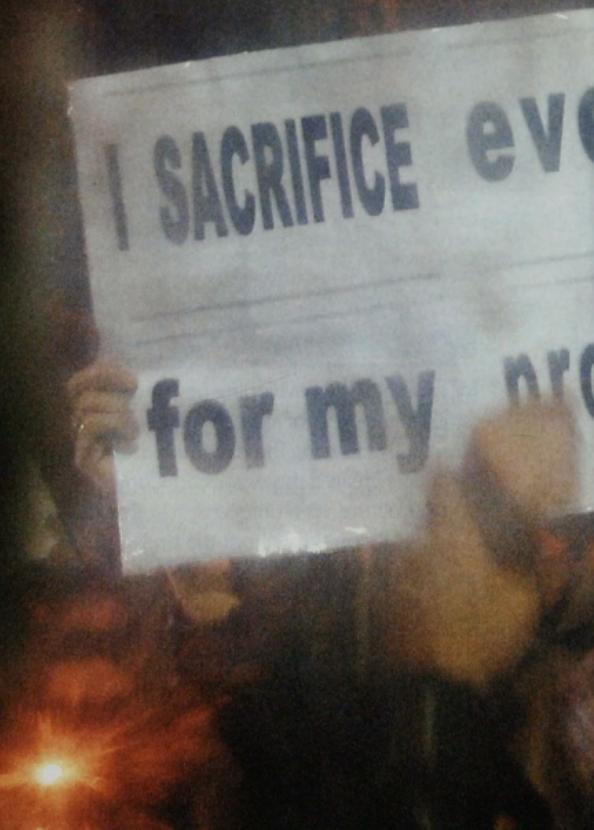
Fanning the Flames

As the rage over the Muhammad cartoons burns on, TIME explains why the controversy erupted months after the caricatures appeared—and what could have averted the crisis

By ROMESH RATNESAR

THE MARCHERS IN KABUL LAST week were in their teens and early 20s, the kind of zealous, energetic youths Westerners might have hoped would be clamoring for democracy or human rights. Instead, the cause of their protest was caricatures of the Prophet Muhammad, first published last September by a Danish newspaper called *Jyllands-Posten*, which in the past two weeks have provoked Muslims around the world to denounce not just the offending illustrators but also French newspaper editors, Norwegian diplomats, U.S. troops in Iraq and peddlers of Danish food. In Kabul the protest signs read DEATH TO DENMARK and DEATH TO THOSE WHO PUBLISH CARTOONS. A stuffed pig meant to represent Denmark was burned, along with a Danish flag. "We are all willing to sacrifice ourselves," said Qasi Nazir, 20. "We are calling for the death of Jews and Christians." On the side of the road, a teenager wearing a blue winter hat watched the marchers. "It's democracy, no?" he asked before heading into the crowd.

It is, of a sort, and protesters like those in Kabul have a message for the West: Get used to it. Across the Islamic world, daily



DRAWING FIRE: Iranians condemn cartoon depictions of Muhammad while storming Denmark's embassy in Tehran on Feb. 6

Photograph by Lynsey Addario—Corbis

ery thing

phet MOHAMMAD



Anatomy of an Uproar

demonstrations of varying size and intensity have brought hundreds of thousands into the streets—some driven as much by disgruntlement as by religious fervor, but many others motivated by genuine outrage at the perceived desecration of the most revered figure in Islam. Yet even for Westerners sympathetic to Muslims' right to vent their anger, the mayhem that marked the protests last week was as unsettling as the cartoons themselves. A day after mobs in Damascus torched the Danish and Norwegian embassies, rioters set fire to the Danish consulate in Beirut; Iranians hurled gasoline bombs at Denmark's embassy in Tehran and smashed the windows of Austria's. In Afghanistan a protest outside a U.S. military base left two people dead after local police opened fire on the crowd; nine more people died in similar clashes around the country. A Taliban leader reportedly offered 100 grams of gold to anyone who killed the cartoonists. It wasn't hard to find potential takers. "The word Islam is derived from *peace*. You cannot just go and attack people," says Walid el-Sallab, 23, student-union president at the American University in Cairo, who organized a peaceful rally against the cartoons. "But honestly, I feel that if I were to see the Danish Prime Minister, I might kill him myself without thinking."

Given the excesses of the protests—which included retaliatory cartoons mocking the Holocaust—it's not surprising that some in Europe and the U.S. have lashed back. The Bush Administration initially declared the caricatures offensive while denouncing the violence. But as the protests turned violent and critics grumbled about the Administration's failure to stand up for free speech and the U.S.'s suddenly besieged European allies, the Bush team ratcheted up the rhetoric. Secretary of State Condoleezza Rice said, "There is no excuse for violence," and she accused regimes in Iran and Syria of deliberately stirring up anti-Western sentiment. Aboard Air Force One last Tuesday, President George W. Bush phoned Danish Prime Minister Anders Fogh Rasmussen, with whom Bush has a close relationship, to stress Washington's solidarity and "buck him up," says a senior Administration official. But Bush aides acknowledge that the cartoon uproar has been an unwelcome distraction at a time when the U.S. is fighting insurgencies in two Muslim countries and trying to build support to curb the nuclear ambitions of a third. "We all hope it calms down," says another senior Administration official.

Even if it does, the broader issues raised by the current furor are certain to

September 2005

Flemming Rose, culture editor of the Danish weekly *Jyllands-Posten*, solicits illustrations of the Prophet Muhammad, hoping to spark a debate about self-censorship in Denmark.

Sept. 30

Jyllands-Posten publishes 12 cartoon caricatures of the Prophet.

Oct. 14
Some 3,500 Muslims demonstrate peacefully in Copenhagen, demanding an apology from the newspaper.

Oct. 17
Al-Fagr, a weekly newspaper based in Cairo, publishes the cartoons. Three Egyptian magazines reprint the drawings to little reaction.



A INSTIGATOR

Editor Rose in his office last week, before taking leave



▼ SPARK

A Danish imam displays the dossier given to Arab leaders



▼ IN TOUCH

A text message urges Saudis to boycott Danish goods

persist. To some, the dispute over the cartoons is a bellwether of a deepening divide between Western societies and Islam, a civilizational clash on issues as basic as the role of religion in society and the limits of liberty. Although the controversy has revealed degrees of cultural ignorance on both sides, it has been fueled by a brew of willful misunderstanding, manipulation and opportunism—all of which became combustible in the political climate that prevails in much of the Middle East today. In that sense, the crisis may also offer a useful if sobering glimpse of the raucous, religiously infused brand of democracy that is emerging in the Muslim world. Says Joseph Bahout, a professor of geopolitics at the National Foundation of Political Sciences in Paris: "The Arab world keeps hearing the U.S. speak of democracy as one size fits all—but they don't like the size the Americans wear."

IF NOTHING ELSE, THE EDITORS OF *JYLLANDS-Posten*—a right-of-center newspaper based in Aarhus, Denmark's second largest city—knew that publishing cartoon images of Muhammad would get them attention. That was the point: last September the paper's culture editor, Flemming Rose, invited 40 Danish cartoonists to submit caricatures of the Prophet in a deliberate attempt to provoke a debate about what Rose perceived as the stifling of coverage of issues related to Islam and Denmark's 200,000 Muslim residents. A leading Danish religious historian, Tim Jensen, warned that some Muslims would take offense at the images, citing a widely, although not unanimously, observed taboo against physical representations of the Prophet. But the paper published the 12 submissions it received anyway, on Sept. 30. To a neutral observer, the drawings ranged from puerile to mildly provocative: one shows Muhammad as a Bedouin flanked by

► PROTEST Danish Muslims demand an apology from the newspaper

Oct. 19
Ambassadors from several Muslim countries request a meeting with Danish Prime Minister Anders Fogh Rasmussen. He declines.

Nov. 19

A group of Danish Muslims announces a visit to the Middle East to publicize the cartoon controversy.

December 2005

Danish Muslim delegations visit Cairo, Damascus and Beirut and present a 43-page dossier with the original 12 car-



toons and three others that had not been published.

Dec. 9

After a meeting in the holy city of Mecca, leaders from 57 Muslim nations condemn the "desecration of the image" of Muhammad.

Jan. 10, 2006

A Norwegian paper reprints the cartoons in solidarity with *Jyllands-Posten*.

► TURMOIL Afghan police clash with cartoon protesters in Kabul last Friday



FRANCIS SIECK/ASSOCIATED PRESS

Jan. 26

Saudi Arabia recalls its ambassador from Denmark, and several groups in the Middle East launch a boycott

of Danish products.

Jan. 29

Libya announces it will close its embassy in Denmark.

Jan. 30

Jyllands-Posten apologizes on its website to any Muslims it has offended but stands by its decision to publish the cartoons.

Feb. 1

Newspapers around Europe reprint the cartoons in a defense of press freedom.

Feb. 3

Prime Minister Rasmussen meets with the foreign diplomatic corps in Copenhagen and calls for calm.

Feb. 4-5

Mobs set fire to Danish and Norwegian embassies in Damascus and the Danish consulate in Beirut.

Feb. 8

Three people are killed in protests in Afghanistan, bringing the total dead there to 11.

Feb. 10

Rose takes a leave of absence from *Jyllands-Posten*, citing exhaustion.



TOUFIK BOUSSAF/ASSOCIATED PRESS

two women in burqas, another with a bomb in his turban. Fatih Alev, an imam in Copenhagen, says he "wasn't particularly incensed" when he saw the cartoons in the paper but suspected it would anger some local Muslims. "Many Muslims in Denmark are not used to reading long articles. Many don't even read Danish," says Alev. "All they saw were cartoons depicting Muhammad in unflattering caricatures. It was a recipe for disaster."

Still, the initial reaction remained muted. Two weeks after the appearance of the cartoons, Muslim leaders organized a mostly peaceful demonstration of 3,500 people in Copenhagen, demanding that the paper issue an apology for the drawings. The paper rebuffed the demand. But the tempest might have remained a largely local dispute had Prime Minister Rasmussen not compounded the editors' intransigence by refusing to meet with the

ambassadors of 11 Muslim countries to discuss the cartoon flap. "This was a major mistake," says Denmark-based Bashy Quraishi, president of the European Network Against Racism. "I have never in my long political career heard of a group of diplomats asking for a meeting on such an important subject and being refused."

In response to Rasmussen's slight, Muslim activists in Denmark embarked on a provocative campaign of their own. In mid-November, Abu Laban, the country's most radical imam, made arrangements on behalf of the Organization of Islamic Faith to send a delegation of Muslims to the Middle East to publicize the cartoon issue. They brought with them a 43-page dossier that contained the 12 cartoons and three even more inflammatory drawings, not published by *Jyllands-Posten* but allegedly sent to Danish Muslims in the wake of the initial protests. (One of the images, pur-

portedly showing Muhammad with a pig's nose, was a photograph of a costumed contestant at a pig festival in France.) In December the delegates showed the entire dossier to journalists, religious and political leaders in Cairo, Lebanon and Damascus. Within days, the contents were being circulated on the Internet and condemned by Muslim bloggers, even though the most derogatory images in the dossier had never even been published. Says Quraishi: "I don't think these representatives knew what they started."

It didn't take long to find out. At a meeting in the Muslim holy city of Mecca, leaders of the world's 57 Islamic countries issued a joint statement that "condemned the desecration" of the image of Muhammad. In late January an imam at the Grand Mosque of Mecca declared that "he who vilifies [the Prophet] should be killed." The Saudi government withdrew its ambassador to Denmark in late January as groups throughout the Middle East organized a boycott of Danish goods.

At each juncture, attempts by some parties to defuse the crisis were overwhelmed by those intent on escalating it. Even as *Jyllands-Posten* apologized on its website for offending Muslims with the cartoons—though not for publishing them in the first place—media outlets in France, Germany and Spain ran some of the drawings in a defense of press freedom. Many Muslims say the republications exacerbated their belief that the cartoons' sole purpose was to humiliate them. Meanwhile, the most violent reactions in the Arab world came after a Copenhagen cleric appeared on al-Jazeera in late January and mentioned rumors that Danes planned to burn copies of the Koran in Copenhagen's City Hall Square. No copies were burned. In early February, almost three months after refusing to meet with the 11 Muslim ambassadors, Rasmussen summoned the entire foreign diplomatic corps in Denmark to explain his position. But by that time, says Mona Omar Attia, Egypt's ambassador to Denmark, "this was no longer a government issue but one of the masses."

Could the crisis have been avoided? By missing or ignoring opportunities to contain the controversy at an early stage, the editors of *Jyllands-Posten*, Muslim leaders and Danish politicians all contributed to the notion that the dispute was the product of irreconcilable cultural differences. The most obvious centered on the Islamic taboo on images of the Prophet: devout Muslims consider any depiction of the Prophet blasphemous. But the Danish cartoons stirred

outrage among moderate Muslims less because the cartoons depicted Muhammad than because of the way in which the Prophet was portrayed. "Eleven of the series were problematic but not outrageous," says Antoine Basbous, director of the Observatory of Arab Countries in Paris. The cartoon that showed Muhammad with a bomb in his turban, however, "was simply far beyond the pale. The direct link between him, and Islam, to terrorism acted like a bomb among Muslims."

That may be true. But why did it take so long to detonate? It's worth noting that reaction to the cartoons among Muslims in Europe and Asia, while negative, has been largely peaceful. In the Arab world, the cartoons were accessible as early as October, when three Egyptian magazines and a newspaper published them to call attention to

what it perceived as a distorted Western view of Islam. No one noticed. "We attacked the cartoons and said that this deepens the culture clash and does not resolve it," says Adel Hamouda, 55, editor of *al-Fagr*, a liberal Cairo-based weekly that ran the cartoons. "Those who saw the cartoons did not react, and those who reacted are the ones who did not see them."

Hamouda and other Muslims across the Middle East point out that the eruption of rage over the cartoons coincided with the electoral success of religious parties in Egypt, Iraq and the Palestinian territories, as well as the escalating confrontation over Iran's nuclear ambitions. Those developments have emboldened forces in the region who benefit from seeing the frustration felt by Muslims about their lives channeled into hostility toward the West, forces that

range from radical clerics to secular Arab autocrats. In that sense, the cartoon uproar may have a lot less to do with religion or culture than with politics. "Arabs should have responded in a cooler way," says Mourad Gharib, 42, a journalist in Cairo. "But it's as though we're standing on a hot piece of metal. Any slight change in temperature can affect Arab society."

For the U.S. and its Western allies, that should serve as an admonishment. The Bush Administration's promotion of democracy in the Arab world since Sept. 11 has helped rouse stirrings of participatory democracy throughout the region; even a society as closed

Electoral Progress?

Since Sept. 11, 2001, several countries in the Middle East have made advances toward holding more open elections. But reform has been slow—and religious groups are gaining the most

IRAQ

Oct. 15, 2005

Constitutional referendum

Jan. 30, 2005, and Dec. 15, 2005

Parliamentary elections

The country has held three votes since the U.S. invasion. Some 70% of eligible voters cast ballots in the Dec. 15 elections. The Shi'ite coalition won the most seats but not enough to form a government without Sunni participation.

PALESTINIAN TERRITORIES

Jan. 9, 2005

Presidential elections

Jan. 25, 2006

Parliamentary elections

In one of the most open elections in Palestinian history, the militant Islamic group Hamas clinched a landslide victory, gaining 76 seats out of 132. Fatah, the nationalist party that had dominated Palestinian politics for decades, won only 43.

EGYPT

Sept. 7, 2005

Presidential election

November-December 2005

Parliamentary elections

President Hosni Mubarak won Egypt's first-ever multiparty presidential elections, but the Muslim Brotherhood increased its seats in parliament from 15 to 88—the first major gain by an opposition party in competitive elections.





as Saudi Arabia's has held local elections for the first time. But for most Muslims, any credit owed to the U.S. for such advances is outweighed by simmering resentment over the war in Iraq and the lack of progress toward resolving the Israeli-Palestinian dispute. As the triumph of Hamas in last month's Palestinian elections showed, holding free elections in such conditions runs a high risk of rewarding fundamentalist groups that have little interest in tamping down anti-Western attitudes.

The popularity of Islamists may be discomfiting to the West, but it increasingly seems to be the bargain required for implanting democracy in the Islamic world. Says Mohammed Abdel Koddus, a member of Egypt's Muslim Brotherhood: "People are looking for alternatives, and the only alternative they see is Islam."

So what can the U.S. do? Aides to Bush say the unrest roiling the Muslim world hasn't shaken his faith that democracy helps relieve extremism in the long run, because the prosaic work of governing tends to make ideological politicians more pragmatic. "Elections are just the start in his view," says a senior Administration official. It's encouraging, U.S. officials say, that powerful Muslim figures—including Iraq's most influential cleric, Grand Ayatollah Ali Husaini Sistani, and even some

leaders of Hamas—have tried to quell the unrest over the Danish cartoons out of fear of a collapse in law and order. But even if that tames the passions unleashed over the past month, there's every reason to expect the voices of Muslim discontent to grow more assertive, not less. "Before this, people believed that Muslims were sleeping and would never wake up," says Yusef Hamdan, 23, a radio engineer in the Gaza Strip. "But the cartoons prove you can provoke the Muslim nation." Having lit the fuse of liberty in the Arab world, the U.S. has little choice now but to watch it burn. —Reported by Matthew Cooper with Bush, Bruce Crumley/Paris, Julian Isherwood/Copenhagen, Scott MacLeod/Teheran, Amany Radwan and Lindsay Wise/Cairo, Simon Robinson/Gaza City and Phil Zabriskie and Muhib Habibi/Kabul

JORDAN

June 17, 2003

Parliamentary elections

The legislative election was the country's first under King Abdullah II, who assumed power in 1999. Voter turnout topped 52%; candidates loyal to the King won two-thirds of the seats in the parliament, whose lawmaking powers remain limited.

KUWAIT

July 5, 2003

Parliamentary elections

Reformers, who had campaigned to allow women the right to vote, fared badly, winning only three parliamentary seats, compared with the 14 they had before. Islamic traditionalists and candidates loyal to the ruling family dominate the National Assembly, which gave women the right to vote last year.

SAUDI ARABIA

February-April 2005

Municipal elections

These limited city-council contests were the first elections held in the country since 1963, although women couldn't vote and the government chose all the mayors. Candidates backed by conservative clerics won the majority of council seats.

BAHRAIN

Oct. 24, 2002

Parliamentary elections

The country introduced municipal elections in May 2002, followed by the first parliamentary elections in nearly 30 years. Women were allowed to vote and run for national office, a first for an Arab country in the Persian Gulf.

TIME Graphic by Ed Gabel and Kristina Dell

Sources: Freedom House, National Democratic Institute for International Affairs, IFES.org



B U S I N E S S

IN SEARCH OF THE REAL GOOGLE

An inside look at how success has changed Larry and Sergey's dream machine. Can they still be the good guys while running a company worth \$100 billion?

By Adi Ignatius

BUILDING A BRAND Google's ruling trio—Sergey Brin, Eric Schmidt and Larry Page—looks to Legos for some inspiration

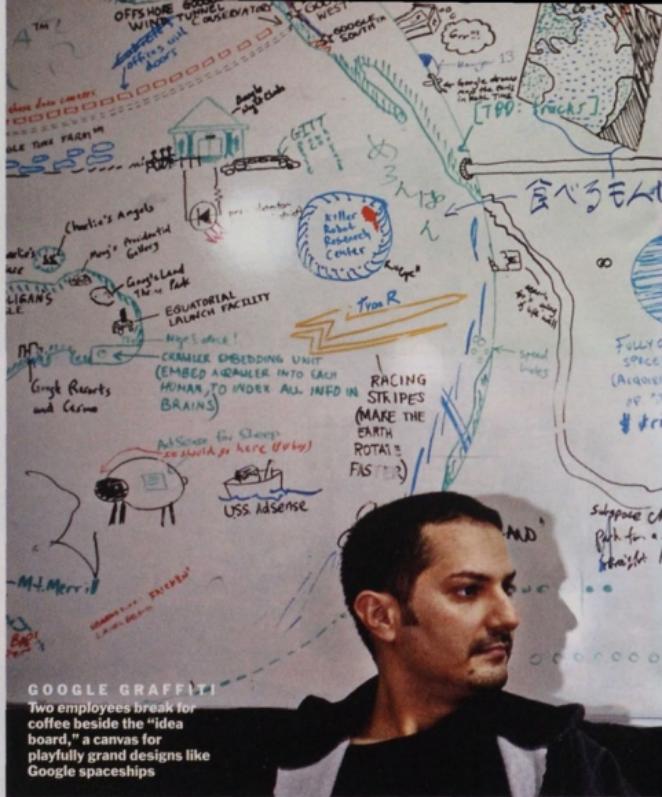
Photograph for TIME by David Strick



IT'S TIME TO MAKE SOME BIG DECISIONS, so the Google guys are slipping on their white lab coats. After eight years in the spotlight running a company that Wall Street values at more than \$100 billion, Google co-founders Sergey Brin and Larry Page are still just in their early 30s and, with the stubbornness of youth, perhaps, and the aura of invincibility, keep doing things their way. So the white coats go on when it's time to approve new products. For a few hours, teams of engineers will come forward with their best ideas, hoping to dazzle the most powerful men in Silicon Valley. Google paid crazy money to attract top talent—supercharging the nerd market in the process—and this is the recruits' chance to show the investments were worth it.

The Google guys can be tough sells. Page, a computer geek from Michigan who as a boy idolized inventor Nikola Tesla (you know, the guy who developed AC power), has a Muppet's voice and a rocket scientist's brain. Brin, born in Russia and raised outside Washington, is no less clever but has a mischievous twinkle in his eye. When he drops little asides—"Let's make the little windows actually explode when you close them," he tells a group presenting new desktop software—no one seems certain whether to laugh or start writing the computer code. Both men often rise from the conference-room table to pace or to grab a snack or just to appear bored. In a culture of creativity, there's nothing wrong with keeping people off balance.

A team of four engineers enters the meeting room, each clutching an IBM ThinkPad. They have just 20 minutes: a digital clock projected on the wall ticks it down. You don't go before Brin and Page—joined by CEO Eric Schmidt, 51, the Silicon Valley veteran brought in a few years ago to provide adult supervision—until you have your pitch down. And the way Google operates, you don't have your pitch down until you have the numbers to quantify its superiority. The engineers tell Brin and Page that they can generate extra advertising revenue by adding small sponsored links to image-search results, as Google already does with text searches. "We're not making enough money already?" Page asks. Everyone laughs. The share price has soared as high as \$475, making Google, in market-cap terms, the biggest media company in the world. (The stock plummeted early this month on earnings that Wall Street didn't like, although it's still far above its 2004 IPO price of \$85.) The engineers press on. Their trials predict the tweak would be



GOOGLE GRAFFITI
Two employees break for coffee beside the "idea board," a canvas for playfully grand designs like Google spaceships

google innovation

IDEAS BUBBLING UP

Development tends to happen quickly at Google, as ideas move up from engineers to their managers and finally to Brin, Page and Schmidt for their O.K.



1 WRITING THE CODE
Engineers often pool their efforts to develop new Google products. Here, a team member makes some final adjustments on his laptop before a presentation to his project manager

GIANT MIRROR
REFLECTS SUNLIGHT
INTO EARTH'S DARK SIDE
KEEPING PEOPLE UP AT NIGHT
SO THEY USE BILLIONS MORE
PARALLEL UNIVERSE

WANTS TO USE
TALK

CREATE
GOOGLE
LUNAR
LAB

LARSON MOON HOLE
PREVENTS LUNAR
CATASTROPHE
(PENDING PROJECT APPROVAL)

GENERAL
SESSION
(GET A MAP)
GO GOOGLE MAPS
THAT'S IT
Shucks thumbs
That's no moon
It's a
Datacenter
The mirror
of public eye has been
DO

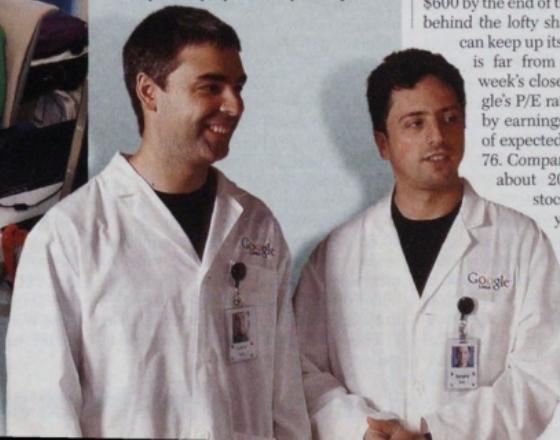
Supersonic
Bubbles jet
-Superion
Gremial



3 DECISION MAKERS
Larry Page and Sergey Brin don their white lab coats when they review Google products for approval. The sessions are lively, but the two can be a tough sell, often demanding stats that prove a proposal's superiority



2 FINE TUNING
Marissa Mayer, above, right, who oversees innovation in search products, meets with teams several times a week to help perfect their projects



worth as much as \$80 million a year in additional revenue. Brin isn't moved. "I don't see how it enhances the experience of our users," he says. It probably wouldn't hurt it much either. But the Google guys reject the proposal—"Let's not do it," Brin declares, to the engineers' obvious disappointment—leaving the \$80 million on the table.

Whether Google gets it right in sessions like that—balancing business opportunities against consumers' trust—is crucial to the company's future. After eight years of incredible growth, it's fair to ask whether Google is due for a stumble. To put it another way, can Google maintain its success and remain true to the ideals that made it so popular? These are the guys who adopted as their informal corporate motto "Don't be evil." Sure, analysts in recent years have asked frequently whether Google's luck has run out, and yet the company kept thriving. But its vulnerability was plainly evident two weeks ago when jittery investors cashed out en masse after it reported an 82% increase in its fourth-quarter profit (below the market's expectations) and again after Google said it was launching a heavily censored Chinese-language site. Plus Google faces tough competition from big players like Yahoo!, which is making a dramatically different bet on the Internet's future, and Microsoft, which plans to challenge Google in search and advertising. The Google guys are feeling the heat. "I worry about Microsoft," Brin told TIME. "I don't worry about competing with them, but they've stated that they really want to destroy Google. I feel like they've left a lot of companies by the wayside."

To be sure, many Google watchers are still gaga. Safa Rashtchy, a managing director of investment firm Piper Jaffray, says he expects Google shares to reach \$600 by the end of this year. But the big bet behind the lofty share price—that Google

can keep up its torrid rate of growth—is far from a sure thing. At last week's close of \$363 a share, Google's P/E ratio (stock price divided by earnings per share, a measure of expected profits) is a whopping 76. Compared with the average of about 20 for S&P 500 tech stocks, Google, by that yardstick at least, is way overvalued. "People should not assume that Google will succeed at and dominate whatever it pursues," says Scott Kessler of Standard & Poor's

PHOTO BY ANDREW HETHERINGTON FOR TIME

MEET THE GOOGLE GUYS

TIME's Adi Ignatius got the Google triumvirate of Sergey Brin, Eric Schmidt and Larry Page to sit for a talk around a table covered with Lego pieces, for which they have a known fondness, during a break at Google's recent sales conference in San Francisco. Page, who as a student built an ink-jet printer out of Lego bricks, is snapping pieces together to make a kind of endlessly ascending staircase; Brin is working on a robot. Schmidt seems too grownup for this.



B U S I N E S S

Equity Research. "The company has been trying to diversify but hasn't done a great job at monetizing its new offerings."

To gauge Google's ability to weather the storms, TIME spent several days at the company's headquarters in Mountain View, Calif. It's a unique experience. Set up in 1998 in a Silicon Valley garage (O.K., that part's familiar), Google inflated with the Internet bubble and then, after everything around it collapsed, kept on inflating. Google's search engine—devised by Brin and Page when they were Ph.D. candidates at Stanford—was better than the rest and, without any marketing, spread by word of mouth from early adopters to, eventually, your grandmother. Search became Google; *google* became a verb. The world fell in love with the fun, effective, blindingly fast technology and its boy-wizard founders. Ultimately, the company even found a business model—advertising—and last year made a profit of nearly \$1.5 billion on revenue of \$6.1 billion.

Beyond that quantifiable success, Google has tried to be special, the company that won't give in to the dark side, be it censorship, greed or just plain jerkiness. It's hard to

say exactly what "Don't be evil" means, and one could argue that that's the unwritten principle of every respectable corporation. But Brin and Page's ultimate vision—to make nearly all information accessible to everyone all the time—is a tricky thing, given that a lot of us (individuals, corporations, governments) aren't comfortable with a 100% free flow of data. Just last week Google was slammed for a software feature that results in the company's storing users' personal data for up to a month. At times like these, Google keeps that mantra handy—Don't be evil, don't be evil, don't be evil—as a reminder to try to do the right thing in a complex world. Which means turning down \$80 million windfalls from time to time. Or telling U.S. prosecutors, as Google did last month, that it won't hand over data on people's Internet use.

That's why Google's decision to launch a censored website in China was so jarring. (See "Google Under the Gun," TIME, Feb. 13, 2006.) Doing a totalitarian government's bidding in blocking the truth in order to make a few extra bucks is practically the definition of evil. Google acknowledges that it's in a tough situation but says it ultimately has to obey local laws. "There's a subtext to

WHAT ARE YOU GUYS MAKING?

BRIN: I was hoping to build a Lego nuclear reactor, but I think I have a bazooka-wielding robot.

PAGE: Hey, I know. Let's build Eric out of Legos.

GOOGLE HAS COME A LONG WAY. HOW DOES IT FEEL TO BE HOST OF A MEETING WITH THOUSANDS OF EMPLOYEES?

BRIN: I have to admit I never anticipated this. Especially in a place as big as the Moscone Center. It's a bit disturbing.

YOU TALK ABOUT THE NEED FOR TRANSPARENCY IN THE BUSINESS. WHAT PROBLEM ARE YOU ADDRESSING?

SCHMIDT: With all the headlines we're making, we don't want our announcements to surprise or confuse anyone. We don't want our partners to think we're competing against them.

BRIN [holding up some clear plastic pieces]: Look, I'm only using transparent Legos.

GOOGLE HAS DOUBLED THE NUMBER OF EMPLOYEES IN THE PAST YEAR. ARE YOU DOING TWICE AS MUCH STUFF?

PAGE: Well, we're doing a lot more.

"A LOT"? THAT'S IT? I THOUGHT YOU GUYS HAD PRECISE METRICS FOR EVERYTHING.

PAGE: Yeah, well, sometimes that's hard to do.

IS THIS JOB STILL FUN?

BRIN: We've lost the sense of intimacy. Once you go from 10 people to 100, you already don't know who everyone is. So at that stage you might as well keep growing, to get the advantages of scale.

IS THERE A GRAND STRATEGY FOR GOOGLE? IT SEEMS AS IF YOU'RE DIVING INTO ALMOST EVERYTHING.

SCHMIDT: We try very hard to look like we're out of control. But in fact the company is very measured. And that's part of our secret.

"Don't be evil," and that is "Don't be illegal," says Vint Cerf, an Internet founding father who now serves as "chief Internet evangelist" at Google. "Overall, having Google there is better than not having Google there." But at what cost? Can Brin and Page live with the idea that Chinese Netizens can't access anything other than the official line on, say, the 1989 Tiananmen Square massacre and that Google is part of the cover-up?

There's another big question that makes Brin and Page squirm: Does Google have a master plan? To outsiders, it sometimes seems as if the company is investing everywhere, trying to be everything, often giving its products away. A few of the newer pursuits: a proposal to provide free wireless Internet service for San Francisco; an online video store selling TV shows and NBA games; a classified-advertising site; a project to scan every book ever published and make the texts searchable; a free desktop package loaded with software; free instant messaging and online voice communication; a \$1 billion investment in America Online. (AOL, like this magazine, is owned by Time Warner.) In the past year or so, Google Inc. has doubled in size to about 6,000

“With the lava lamps and scooters, ever

PAGE: We don't generally talk about our strategy ... because it's strategic. I would rather have people think we're confused than let our competitors know what we're going to do. That's an easy trade-off.

AS A COMPANY, YOU SEEM TO GO YOUR OWN WAY. YOU DON'T SEEM TO BE AFRAID TO TELL WALL STREET TO SHOVE OFF.

BRIN: Actually, we've had a good experience with Wall Street. A lot of analysts appreciate us. O.K., some are upset.

SCHMIDT: The company isn't run for the long-term value of our shareholders but for the long-term value of our end users.

HOW MUCH DO PEOPLE USE GOOGLE TO LOOK FOR PORN?

PAGE: It's a small, single-digit percentage. We generally think that having more access is better, as long as you're not a child or overly offended. But we can help people do filtering if that's what they want, though there is no technology that can tell



SCHMIDT'S ROLE? The CEO, seated between Page and Brin, says Google's results speak for themselves

with 100% accuracy if an image or website is pornographic.

HOW DOES IT FEEL TO SUDDENLY BE SO WEALTHY?

BRIN: It takes a lot of getting used to. You always hear the phrase, Money doesn't buy you happiness. But I always in the back of my mind figured a lot of

money will buy you a little bit of happiness. But it's not really true. I got a new car because the old one's lease expired. Nothing terribly fancy—you could drive the same car.

PAGE: If we were motivated by money, we would have sold the company a long time ago and ended up on a beach.

DO YOU THINK YOU'VE CHANGED PERSONALLY SINCE THE COMPANY'S CREATION?

PAGE: Things weren't too bad until TIME wanted to put us on the cover. But seriously, I like the fact that I can meet anyone now and have a conversation.

BRIN: Larry is more relaxed.

PAGE: Sergey is more confident.

WAS IT A BIG ADJUSTMENT HAVING ERIC COME IN AS CEO?

PAGE: There was a learning curve for us.

SCHMIDT: It took me six months to understand how Google works. The subtleties took a year. Now that I have it figured out, I suppose Larry and Sergey will have to change the management.

THERE ARE STILL THOSE WHO DOUBT ERIC PLAYS A SUBSTANTIAL ROLE AT GOOGLE.

SCHMIDT: That's been the buzz since I joined. My answer is simply to let the company's results speak for themselves.

PAGE: Good answer.

employees to handle all the new work. Even the bullish Rashtchty acknowledges that "Google is a black box for most people."

So what's the plan? World domination? Keep throwing money at everything and see what works? Google isn't making friends along the way, taking on the likes of Microsoft (desktop software), eBay (classified advertising), phone companies (the San Francisco wi-fi plan) and others. Google keeps a confidential list of the 100—yes, 100—top priorities under development. That's a long list, and investors would love to know more about it and what Page, Brin and Schmidt are thinking. But secrecy is part of the culture. Google doesn't even invite analysts in for earnings-guidance sessions, so the resulting surprises can lead to big share-price swings like the recent drop. "We don't generally talk about our strategy ... because it's strategic," says Page. "I would rather have people think we're confused than let our competitors know what we're going to do."

What's certain is that Google will keep looking for new ways to organize and search for information. It will try to make money on most of them, primarily through advertising. It will expand more overseas

(Google calculates that two-thirds of the world's Internet population speaks a language other than English), and it will form more global partnerships with content providers. Here are some things Google watchers speculate it is pursuing: new ways to search for (and perhaps buy) music, an online payment service to rival PayPal, some sort of smart phone, a space elevator to transport stuff to the moon. (Don't laugh. Brin and Page can't seem to let go of that last one, at least as an idea to kick around.) To help accomplish its goals, whatever they may be, Google raised \$4.2 billion late last year through a second stock offering.

It's part of the Google ethos to pretend, at least, not to care about the share price or let it affect strategy. "We're not a \$100 billion company, in my mind. We're just Google," says CEO Schmidt, a soft-spoken former executive of tech firms Novell and Sun Microsystems who seems comfortable with his role as the third Google guy. (That's something like being the fifth Beatle but far more lucrative.) Indeed, inside Google, obsessing about the stock price is almost evil. Marissa Mayer, a vice president, imposes penalties on anyone she catches tracking

the latest tick. "If I see someone looking at the share price, they owe the cost of one share," says Mayer. A few have had to pay up, she says. Early last week that could have meant a fine of nearly \$400.

Brin and Page set the tone at Google. They are businessmen who didn't go to business school, and they believe that gives them a creative edge. Their standard attire is black T shirt, jeans and sneakers (and white lab coats for special occasions). They are at once playful—they used to take part in the regular roller-hockey games in the Google parking lot—and solemnly idealistic, as when discussing Google's new \$1 billion philanthropic arm. Brin and Page are products of Montessori schools and credit the system with developing their individuality and entrepreneurship. They're often accused of being arrogant, but to the extent that they are, it may not be egotism as much as an insistence on doing things their way. (The pair sometimes celebrates big Google milestones by going out to Burger King.) "We've obviously been successful," says Brin. "But there's been a lot of luck."

Success has allowed the Google guys to retain a childlike approach. (It probably helps that although they have girlfriends, each is single.) Page, 33, grew up

Images Showing: [All image sizes](#)



GOOGLER WITH GOGGLES

A lifeguard sits on duty as a Google employee works out in one of two swim-in-place pools that the company maintains at its Mountain View, Calif., headquarters



HANGING OUT

Googlers can shoot pool while taking a break in one of several employee lounges



ASK THE HELP DESK

Laptop on the fritz? Google keeps experts on-site to fix computers and other digital gadgets



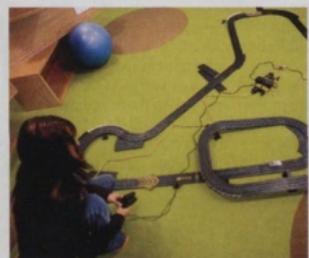
GOOD-HAIR DAYS

Google contracts with stylists to give its employees cut-rate haircuts



Even by Silicon Valley's standards, the "Googleplex" campus in Mountain View, Calif., is a quirky work environment. Co-founder Larry Page says he wanted to model Google on Stanford—"only with better food"

Photographs for TIME by Eros Hoagland—Redux



KIDS' PLAY

There are toys for employees' children—and for young-at-heart Googlers like this one



DOGS ALLOWED

Googlers are permitted to bring their dogs (but not cats) to the workplace



BLOWING OFF STEAM

Google has preserved its quirky style even after growing into a business powerhouse



GOOD EATS

Google is obsessive about food, offering its employees three free gourmet meals a day



HANDS-ON CARE

The work-weary can unwind with a massage from a professional. Google subsidizes the cost



BE YOURSELF

Desktop gizmos and lava lamps, below, express Google's laid-back ethos



in Michigan obsessed with inventing things. In college he built a functioning ink-jet printer out of Lego pieces. Page's father was a computer-science professor at Michigan State; his mother taught computer programming. When he isn't working, Page spends his time staying fit (his latest passion is windsurfing) and playing with gadgets, like his new TiVo-type radio device. He's into music (he attended a recent U2 concert in Oakland) but has mostly given up the saxophone he played as a kid. Compared with Brin, Page is probably a deeper thinker and bigger nerd. I saw him preparing his keynote speech for the International Consumer Electronics Show in Las Vegas—the geek-world equivalent of the Super Bowl—nearly a month before it took place. (He ended up bringing Robin Williams onstage with him; Williams called Page "Mensa boy" and mocked how he talks: "Larry, do you realize you sound just like Mister Rogers?")

Brin, 32, has also been precocious all his life. Born into a Jewish family in Moscow, Brin fled Russia with his parents amid rising anti-Semitism in the late 1970s and settled in the U.S. Brin's father Michael teaches applied probability and statistics at the University of Maryland; his mother works at NASA. Brin from an early age was fascinated with numbers; his father gave him his first computer, a Commodore 64, when he turned 9. Brin's other love is gymnastics, and he studied flying trapeze at a circus school in San Francisco. He has lately taken up springboard diving. Michael Brin recently visited the West Coast to check in on his son, the billionaire. "Sergey was a good boy," Michael wisecracks, "when he was asleep."

Brin and Page's creation is a company that is quirky and practically shouts it out. The lava lamps and electric scooters that replaced the original Segways at the "Googleplex" headquarters in Mountain View have become iconic. There is also a sand-volleyball court, a pair of heated lap pools and, for some reason, a ball pit with dozens of brightly colored plastic balls, like the one you throw the kids into at Ikea. The dress code? "You have to wear something," says Schmidt. And even he can't explain the (phoneless) London-style phone booth that stands in one hallway—"Who bought that?!" he wonders aloud, sounding like the sole sane person in a loony bin. Above all, there is Google's fetishistic devotion to food; the company serves three excellent meals a day, free, to its staff, at several cafés. In what passes in Mountain View for a crisis, Google has spent months trying to find a successor, or maybe two, to replace



quirky tips

BE A GOOGLE EXPERT

■ Google has long excelled at tracking down Web links on obscure topics, from Asian floral designs to Zambian hairstyles. But now its improved search box also provides quick, direct answers to many common queries. Here are some tips and tricks:

Why hasn't my package arrived? To find out, type in a tracking number for any major shipping service.

Is my father's flight on time? Enter the name of an airline followed by a flight number to check on a plane's status. **Is it going to snow?** Type in "weather" and any city and state for a quick (illustrated) report.

How good is Brokeback Mountain?

Type "movie: Brokeback Mountain" (or any other film name) for an instant compilation of published reviews.

What's \$500 worth in euros? A new currency-converter feature replies to input like "\$500 USD in euros."

■ In many offices, Google has made age-old search tools seem obsolete

The phone book Enter the name and address of a person or business into Google's search box for a phone listing.

The calculator Type in any math problem to get a quick response.

The dictionary Learn what a word means by typing in, for example, "define: bamboozle."

Map Get maps and driving directions by punching in any street address.

Shopping catalog At Froggle.com, compare prices at nearby stores with the new local shopping tool. It now works on mobile phones.

■ Want to improve your searches?

Expert info hunters suggest:

Search for answers, not questions.

Type in "The distance between Boston and Los Angeles is" not "How far is Boston from L.A.?" Google looks for pages that include the exact phrase you typed in; sites detailing a fact may not include a question phrase. To address that issue, Google is starting to enable its box to understand questions posed in common parlance.

Use quotation marks. To veterans this may seem obvious, but it's the simplest way to trim millions of search results down to a manageable list.

Download the Google toolbar. Rather than visit Google's website every time you want to run a search, install the free toolbar to search more efficiently. Bonus feature: the toolbar blocks those annoying pop-up ads. —By Jeremy Caplan. With reporting by Wilson Rothman

Visit time.com for more Google tips

BUSINESS

departing head chef Charlie Ayers, who once cooked for members of the Grateful Dead. A search committee has been meeting with candidates. We're not talking meat loaf and bug juice. In a recent tryout, the executive chef from an acclaimed area restaurant prepared sugar-pie pumpkin lasagna and cedar spring lamb chops.

What's intriguing is that this slightly goofy, self-indulgent culture has proved so adept at nuts-and-bolts business. Schmidt says he intentionally propagated the perception of Google as a wacky place to allow the company to build up its business under the radar. "With the lava lamps and scooters, everybody thought we were idiots, the last vestiges of the dotcoms," he says. "It worked until it leaked out how well we were doing." Many details didn't become known until Google had to file its financials just before going public in 2004.

Google owes much of its success to the brilliance of Brin and Page, but also to a series of fortunate events. It was Page who, at Stanford in 1996, initiated the academic project that eventually became Google's search engine. Brin, who had met Page at student orientation a year earlier, joined the project early on. Their breakthrough, simply put, was that when their search engine crawled the Web, it did more than just look for word matches; it also tallied and ranked a host of other critical factors like how websites link to one another. That delivered far better results than anything else. Brin and Page meant to name their creation Googol (the mathematical term for the number 1 followed by 100 zeroes), but someone misspelled the word so it stuck as Google. They raised money from prescient professors and venture capitalists, and moved off campus to turn Google into a business. Perhaps their biggest stroke of luck came early on when they tried to license their technology to other search engines, but no one met their price, and they built it up on their own.

The next breakthrough came in 2000, when Google figured out how to make money with its invention. It had lots of users, but almost no one was paying. The holy grail turned out to be advertising, and it's not an exaggeration to say that Google is now es-

sentially an advertising company, given that that's the source of nearly all its revenue. What Google did was master the automation of online advertising, perfecting a model developed by GoTo.com (later renamed Overture and eventually sold to Yahoo!). Here's how the system works. If you're a company selling sneakers, you can bid to have a link to your website appear in the sponsored area whenever someone does a Google search for, say, *tennis* or *Michael Jordan* or *sneakers* or all of those and more. How prominently your ad will be displayed depends on how much you bid and how many people click on your ad. That means you can't just buy your way to the top; your link also has to appeal to users. You pay Google for every click you receive.

Google then had another brainstorm: extend the ad-link idea beyond search queries so that any content site could automatically run ads linked to its text. Google's technology, known as AdSense, can instantly analyze the text of any site and deliver relevant ads to it. Your sneaker company could place ads on tennis-information sites that participate in the Google network. Brin and Page signed up

thousands and thousands of clients before their competitors knew what was happening. Now Google plans to apply the model in other media, and it just bought dMarc Broadcasting, whose automated systems connect advertisers with radio stations.

Unlike many competitors in Silicon Valley, Google tends to let engineers run the show. The company is almost allergic to marketing. (Name another \$100 billion company that doesn't run TV ads.) Innovation tends to bubble up from those bright young minds. The challenge is keeping them all happy. The free food and laundry and the heavily subsidized massages and haircuts all help, but there also has to be enough creative work to go around. Google came up with a formula to help ensure this. Every employee is meant to divide his or her time in three parts: 70% devoted to Google's core businesses, search and advertising; 20% on pursuits related to the core; and 10% on far-out ideas. The San Francisco wi-fi initiative resulted from someone's 10% time; so did Google Talk, a

first 10-digit prime found
in consecutive digits of e } .com



PUZZLER: This problem, on a Route 101 billboard, was a recruiting tool. Those who solved it got Google's attention

PHOTOGRAPH BY NICHOLAS KAMM/GETTY IMAGES



Another day without heartburn.

Frequent heartburn used to hit me late in the day. But here it is 7 pm. No heartburn again this evening. It's possible with Prilosec OTC.[®]

Use as directed for 14 days for treating frequent heartburn.

What day are you on?

0
HEARTBURN
24
HOURS



free system for instant and voice messaging. If Google ever builds that space elevator, it will no doubt be during 10% time.

It may sound like a random split, but Brin, who got his undergraduate degree in mathematics, insists, without much elaboration, that 70-20-10 is scientifically based. One learns not to question his ability to make calculations. At one stage, I ask him to figure out how tall the 8 billion Web pages that Google once said it indexes would be if they were stacked pieces of paper. He quickly comes up with an answer, then keeps crunching numbers in his head as we discuss other issues. Finally, after recalculating his estimate for paper width, he blurts out: "500 miles." I ask Brin whether, as a kid, he used to play with numbers, adding digits, say, in the phone book. "No," he says. "That would be crazy."

To manage all those engineers and their ideas, Google needs gatekeepers. The workhorse is Mayer, 30, a superfast-talking, blond, blue-eyed force of nature who in high school starred on both the debate and the pom-pom teams. Mayer joined Google in 1999 as employee No. 20 and the first female engineer and now manages innovation in the search field. Several times a week, she holds university-style office hours, during which her charges come by with questions about projects in development. Mayer greets them at her desk, which is cluttered with solar-powered bobble heads and other Japanese toys. Depending on the problem, she may serve as editor, designer, coder or friend. At a session a few weeks ago, a procession of earnest young men and women arrived to discuss projects they hoped would win her approval and, eventually, Brin's and Page's. Some were whimsical. (A designer was creating an interface so that Google users searching *Christmas* would see a candy-cane border around the results.) Others were all business. (A female engineer took in test results that showed ad revenue could increase by tens of millions of dollars if Google simply enlarged the type size for certain sponsored links. Brin and Page will hear that one.) Other proposals were clearly sinking when Mayer invoked her mother, as in, "I'm just not sure my mom would understand this."

The clout of Google's engineers was evident when the company was developing its e-mail system, now known as Gmail. Paul Buchheit, a headstrong engineer who reported to Mayer, was creating the proto-

type. One night in 2001, he and Mayer discussed applying advertising links to e-mail so that if you opened a message from, say, your brother that included the line, "Mom and I played tennis yesterday," you would see links to firms selling racquets and sneakers. It's all automated; no human would be reading your mail. But, as Mayer puts it, "there's a creepy factor." The two debated until the wee hours of the morning and ultimately decided not to go ahead with the ads. Or so Mayer thought. When she logged on to the e-mail system the next day, the ads were up and running. Buchheit had hacked it together. When Mayer, Brin and Page played around with it (there were only six people using Gmail then), it didn't seem particularly evil. And so another advertising model was born; Gmail linked to ads when it ultimately launched in 2004.

To keep innovating, Google has to outwit and outspend the likes of Yahoo! and Microsoft for the best young brains. Even though few of Google's insta-millionaires have cashed in their stock options and quit

since the 2004 IPO, Google is on a hiring binge, adding about 100 people a week. It applies quirky tests of talent. Google once put up a billboard on Route 101, the heavily trafficked artery that links the Valley to San Francisco, that said, in its entirety:

(first 10-digit prime found in consecutive digits of e).com

No Google logo, no recruiting pitch. Just the equation. The curious who solved it (yep, it's 7427466391.com) typed the answer into their browsers and went to that Web page, which offered another, harder problem (don't ask) that finally led to an invitation to interview at Google. The company also has inserted the "Google Labs Aptitude Test" in geeky publications like *Linux Journal*. It poses 21 questions, ranging from absurdly complex mathematical equations to poetic queries like "What is the most beautiful math equation ever derived?"

When Google hires someone, it generally isn't for a specific job. The idea is to bring in talent that can be slotted wherever there's

a need. A new Googler might be placed on a team developing search applications for mobile phones and, when that project is done, help write code for, say, a video-search prototype. Chikai Ohazama runs the team developing Google Earth, the company's mesmerizing satellite-imagery application. Ohazama, a software engineer, was a co-founder of Keyhole, the firm that developed the technology, which Google acquired two years ago. On recent afternoons he sits with his team in a conference room brainstorming new applications. Google Earth has to be seen to be appreciated: it seamlessly brings together images of the globe taken

from above. You can zoom in to see your house or pull back for a broad view of the city or the country or the world. Google is trying to figure out how to make money from the free service, and for now it is throwing engineers at the problem. It's similar to Google's origins: first perfect the technology, then figure out the business plan. Ohazama gets reports from a series of team members: a woman has figured out how to superimpose U.S. hiking trails on the images. Another is adding in ferry routes. A third reports he's struggling to get data on the terrain in Connecticut. Despite some glitches, Ohazama urges the team to press on: "It's fine to make mistakes for now," he says, "until the point where we have to turn it on."

As Google rushes forward, it's reasonable to ask whether it is making the right



START-UP TO STARDOM: Page and Brin rented space in a Menlo Park, Calif., garage, above, in 1998. Six years later, Google capped its rapid rise by going public, and Schmidt and Page opened NASDAQ in rare business attire



PHOTOGRAPH BY GENE KARLIN FOR TIME, INC.



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Ambien CR is the first 2-layer sleep aid with a controlled-release formula:



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The second layer dissolves slowly to help you stay asleep.**

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Ambien CR™

(zolpidem tartrate extended-release tablets)

INFORMATION FOR PATIENTS TAKING AMBIEN CR

Your doctor has prescribed Ambien CR to help you sleep. The following information is intended to guide you in the safe use of this medicine. It is not meant to take the place of your doctor's instructions. If you have any questions about Ambien CR tablets be sure to ask your doctor or pharmacist.

Ambien CR is used to treat different types of sleep problems, such as:

- trouble falling asleep
- waking up often during the night

Some people may have more than one of these problems.

Ambien CR belongs to a group of medicines known as the "sedative/hypnotics", or simply, sleep medicines. There are many different sleep medicines available to help people sleep better. Sleep problems are usually temporary, requiring treatment for only a short time, usually 1 or 2 days up to 1 or 2 weeks. Some people have chronic sleep problems that may require more prolonged use of sleep medicine. However, you should not use these medicines for long periods without talking with your doctor about the risks and benefits of prolonged use.

SIDE EFFECTS

Most common side effects:

- headache
- somnolence (sleepiness)
- dizziness

You may find that these medicines make you sleepy during the day. How drowsy you feel depends upon how your body reacts to the medicine, which sleep medicine you are taking, and how large a dose your doctor has prescribed. Daytime drowsiness is best avoided by taking the lowest dose possible that will still help you sleep at night. Your doctor will work with you to find the dose of Ambien CR that is best for you.

To manage these side effects while you are taking this medicine:

- When you first start taking Ambien CR or any other sleep medicine until you know whether the medicine will still have some carryover effect in you the next day, use extreme care while doing anything that requires complete alertness, such as driving a car, operating machinery, or piloting an aircraft.
- NEVER drink alcohol while you are being treated with Ambien CR or any sleep medicine. Alcohol can increase the side effects of Ambien CR or any other sleep medicine.
- Do not take any other medicines without asking your doctor first. This includes medicines you can buy without a prescription. Some medicines can cause drowsiness and are best avoided while taking Ambien CR.
- Always take the exact dose of Ambien CR prescribed by your doctor. Never change your dose without talking to your doctor first.

SPECIAL CONCERN

There are some special problems that may occur while taking sleep medicines.

Memory problems: Sleep medicines may cause a special type of memory loss or "amnesia." When this occurs, a person may not remember what has happened for several hours after taking the medicine. This is usually not a problem since most people fall asleep after taking the medicine.

Memory loss can be a problem, however, when sleep medicines are taken while traveling, such as during an airplane flight and the person wakes up before the effect of the medicine is gone. This has been called "traveler's amnesia."

Be sure to talk to your doctor if you think you are having memory problems. Although memory problems are not very common while taking Ambien CR, in most instances, they can be avoided if you take Ambien CR only when you are able to get a full night's sleep (7 to 8 hours) before you need to be active again.

Tolerance: When sleep medicines are used every night for more than a few weeks, they may lose their effectiveness to help you sleep. This is known as "tolerance". Sleep medicines should, in most cases, be used only for short periods of time, such as 1 or 2 days and generally no longer than 1 or 2 weeks. If your sleep problems continue, consult your doctor, who will determine whether other measures are needed to overcome your sleep problems.

Dependence: Sleep medicines can cause dependence, especially when these medicines are used regularly for longer than a few weeks or at high doses. Some people develop a need to continue taking their medicines. This is known as dependence or "addiction."

When people develop dependence, they may have difficulty stopping the sleep medicine. If the medicine is suddenly stopped, the body is not able to function normally and unpleasant symptoms may occur [see Withdrawal]. They may find that they have to keep taking the medicines either at the prescribed dose or at increasing doses just to avoid withdrawal symptoms.

All people taking sleep medicines have some risk of becoming dependent on the medicine. However, people who have been dependent on alcohol or other drugs in the past may have a higher chance of becoming addicted to sleep medicines. This possibility must be considered before using these medicines for more than a few weeks.

If you have been addicted to alcohol or drugs in the past, it is important to tell your doctor before starting Ambien CR or any sleep medicine.

Withdrawal: Withdrawal symptoms may occur when sleep medicines are stopped suddenly after being used for a long time. In some cases, these symptoms can occur even if the medicine has been used for only a week or two.

In mild cases, withdrawal symptoms may include unpleasant feelings. In more severe cases, abdominal and muscle cramps, vomiting, sweating, shakiness, and rarely, seizures may occur. These more severe withdrawal symptoms are very uncommon.

Another problem that may occur when sleep medicines are stopped is known as "rebound insomnia." This means that a person may have more trouble sleeping the first few nights after the medicine is stopped than before starting the medicine. If you should experience rebound insomnia, do not get discouraged. This problem usually goes away on its own after 1 or 2 nights.

If you have been taking Ambien CR or any other sleep medicine for more than 1 or 2 weeks, do not stop taking it on your own. Always follow your doctor's directions.

Changes in behavior and thinking: Some people using sleep medicines have experienced unusual changes in their thinking and/or behavior. These effects are not common. However, they have included:

- more outgoing or aggressive behavior than normal
- confusion
- strange behavior
- agitation
- hallucinations
- worsening of depression
- suicidal thoughts

How often these effects occur depends on several factors, such as a person's general health, the use of other medicines, and which sleep medicine is being used.

It is also important to realize that it is rarely clear whether these behavior changes are caused by the medicine, an illness, or occur on their own. In fact, sleep problems that do not improve may be due to illnesses that were present before the medicine was used. If you or your family notice any changes in your behavior, or if you have any unusual or disturbing thoughts, call your doctor immediately.

Pregnancy: Sleep medicines may cause sedation of the unborn baby when used during the last weeks of pregnancy.

Be sure to tell your doctor if you are pregnant, if you are planning to become pregnant, or if you become pregnant while taking Ambien CR.

SAFE USE OF SLEEPING MEDICINES

To ensure the safe and effective use of Ambien CR or any other sleep medicine, you should observe the following cautions:

1. Ambien CR is a prescription medicine and should be used ONLY as directed by your doctor. Follow your doctor's instructions about how to take, when to take, and how long to take Ambien CR. Ambien CR tablets should not be divided, crushed, or chewed, and must be swallowed whole.
2. Never use Ambien CR or any other sleep medicine for longer than directed by your doctor.
3. If you notice any unusual and/or disturbing thoughts or behavior during treatment with Ambien CR or any other sleep medicine, contact your doctor.
4. Tell your doctor about any medicines you may be taking, including medicines you may buy without a prescription. You should also tell your doctor if you drink alcohol. DO NOT use alcohol while taking Ambien CR or any other sleep medicine.
5. Do not take Ambien CR unless you are able to get a full night's sleep before you must be active again. For example, Ambien CR should not be taken on an overnight airplane flight of less than 7 to 8 hours since "traveler's amnesia" may occur.
6. Do not increase the prescribed dose of Ambien CR or any other sleep medicine unless instructed by your doctor.
7. When you first start taking Ambien CR or any other sleep medicine, until you know whether the medicine will still have some carryover effect in you the next day, use extreme care while doing anything that requires complete alertness, such as driving a car, operating machinery, or piloting an aircraft.
8. Be aware that you may have more sleeping problems the first night after stopping Ambien CR or any other sleep medicine.
9. Be sure to tell your doctor if you are pregnant, if you are planning to become pregnant, or if you become pregnant while taking Ambien CR or any other sleep medicine.
10. As with all prescription medicines, never share Ambien CR or any other sleep medicine with anyone else. Always store Ambien CR or any other sleep medicine in the original container that you received it in and store it out of reach of children.
11. Ambien CR works very quickly. You should only take Ambien CR right before going to bed and are ready to go to sleep.

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Revised September 2005

bets on the Internet's future. For one thing, Google has tempted Microsoft into battle by developing new Web-based software and exploring partnerships that could challenge the Seattle giant's desktop dominance. But it's Yahoo!—which has a significantly different vision—that could most threaten Google. At stake is the future of search. For Google, it is all about harnessing the vast power of the Internet to get results as quickly and accurately as possible. (Google maintains tens of thousands of servers to store all those cached Web pages it searches.)

But what if in the future, search were to become more personal, more local? We might turn more to our friends, neighbors

social-bookmarking website that lets users share their favorite sites, music and other findings—allowing others to effectively look over their shoulders to find interesting stuff. "We're applying the wisdom of the crowds to find information," says Bradley Horowitz, Yahoo!'s head of search technology. "It's collaborative."

Google has one other big challenge: itself. Are 100 "top priorities" too many to keep track of? Or has Google created a system that can handle it all? So far, it has managed to innovate fast enough to justify all the hiring and, arguably, even the sky-high share price. And along the way, a lot of people have become very rich. (Brin and

CEO Schmidt by googling him. She uncovered his net worth, street address, whom he had invited to a political fund raiser—and put it all online. Google went ballistic, declaring it would boycott CNET for a year. After intense criticism, it dropped the ban.

Ultimately, Google's business proposition is about trust. It retains loads of our data—what we search for, what we say in our Gmails—so we need to know it won't be evil with them. That's why Google declined that U.S. government request. That's also why, unlike Yahoo!, Google doesn't want to create its own content in any significant way. Once you do that, Brin and Page reason, people will start to wonder about the

google's challenges

HOW IT COULD STUMBLE

■ **LACK OF FOCUS** Google makes headlines daily with announcements for new products. But is there a coherent business plan?

■ **COMPETITION** There are at least two big rivals. Google has aroused Microsoft by moving onto its turf and faces a lively battle with Yahoo!, which has a competing vision of the future of search



■ **THE CHINA TRAP** Like other multinationals, Google wants to expand its business in China. That has meant agreeing to censor its Chinese-language search engine, calling into question Google's motto "Don't be evil"

and even strangers for opinions, recipes, travel tips and so on. That, more or less, is what Yahoo!'s bet is about. Yahoo! figures we won't be satisfied with a fat data-crunching search engine like Google's. Yahoo! is focusing instead on "social search," in which everyday Internet users pool their knowledge to create alternative systems of content that deliver more relevant results—which, of course, can be monetized.

"Yahoo! is all about the people," says Caterina Fake, co-founder of the wildly successful photo-sharing site Flickr, which Yahoo! purchased last year. Flickr symbolizes the Yahoo! approach. Its collection of tens of millions of photos is all user generated and user cataloged. Participants themselves "tag" the pictures by typing in keywords that let others search the photos. Yahoo! last year also acquired del.icio.us, a

FORWARD! An employee at the Googleplex heads to his next appointment via electric scooter



Page are probably worth about \$10 billion apiece.) But the annals of Wall Street are littered with tales of brilliant founders who created successful companies, then branched into too many areas, only to see it all come crumbling down or, just as bad, to see new guys in suits come in to run things. Schmidt's guiding hand and the 70-20-10 system are supposed to ensure that that won't happen. Brin and Page also brought in Bill Campbell, the chairman of Intuit, as a trusted management adviser.

Yet Google may also have to adapt to its new identity. It's hard to stay quirky and beloved when you're the \$100 billion gorilla in the room, especially if you make unsavory deals with Beijing. And that wasn't Google's first p.r. hit. A reporter for tech-news website CNET last year set out to discover how much personal data she could find about

search results, whether they are skewed to help Google's bottom line. And once people wonder about that, the whole model—of this innovative, seemingly trustworthy company—is compromised. Do the Google guys pay attention to what people think? You bet. During our interview, Brin pops out to look for the December copy of *Wired*. In 2004 the magazine had put him and Page on the cover with the adoring line GOOGLEMANIA! The recent cover, by contrast, includes the line GOOGLEPHOBIA: WHO'S AFRAID OF SERGEY? (WHO ISN'T?), touting an article about the enemies Google is making as it expands. Brin picks up the issue and shakes his head in dismay. "I find it surprising," he says. But that's what happens when you're No. 1, even if you're trying to be the good guy. —With reporting by Laura A. Locke/San Francisco



THE ICELAND EXPERIMENT

HOW A TINY ISLAND NATION CAPTURED THE LEAD IN THE GENETIC REVOLUTION

By MICHAEL D. LEMONICK

DR. KARI STEFANSSON CAN TRACE HIS ancestry back 1,100 years. That's almost unheard of in the U.S., but in his native Iceland, where genealogy is a national obsession, it hardly raises an eyebrow. The island nation is a genetic anomaly: settled by a few Norsemen and Celts in the 9th century A.D. and rela-

tively free of later immigration, it is among the most genetically homogeneous countries on earth. And in the late 1990s, when scientists were racing to map the human genome, Stefansson realized that Iceland's genetic isolation and unrivaled genealogical records made it a potential gold mine for isolating genes.

Thus began Iceland's great genetic experiment, an attempt to mine the gene pool

of an entire country in search of the root causes of—and potential cures for—some of the world's worst diseases. And after years of controversy, dashed hopes and burst stock bubbles, the effort is finally paying off. Over the past decade, deCODE Genetics, the company Stefansson co-founded in his home city of Reykjavik, has discovered more than a dozen genes linked to diseases ranging from stroke to schizophrenia. Last



PHOTO: AP/WIDEWORLD

among genes makes it hard to find the risky ones. But in Iceland, with its uniform population and genealogies that show how everyone is related, risky genes tend to stand out. The country's meticulous medical records provide even more data.

Ingenious as it was, Stefansson's plan quickly ran into problems. In order to build

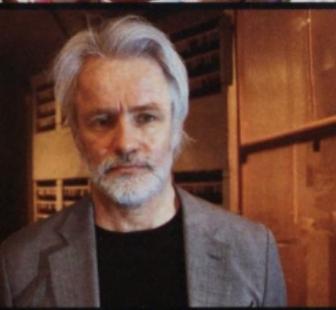


PHOTO: AP/WIDEWORLD

MINING A GENE POOL
A computer image, top center, shows the structure of a molecule deCODE hopes will help prevent heart attacks

a database of genomes, deCODE needed blood samples from as many Icelanders as possible, as well as access to their health records. Parliament granted permission to tap into those records, along with an exclusive license to assemble, maintain and market the resulting data. Thousands of citizens donated blood, and many bought shares in deCODE as well. But those shares, which rose to a high of \$65 in a frenzied run-up in 1999 and 2000, plunged to as low as \$2 in the collapse of the dotcom bubble. They're around \$9 today—and deCODE still hasn't turned a profit. Investors lost a lot of money, and the firm was forced to lay off scores of employees.

Then in 1998 the U.S. firm Hoffmann-La Roche agreed to pay \$200 million for the right to develop drugs based on some of deCODE's data. The idea that a foreign company might profit from their personal information made many Icelanders balk. A woman named Ragnhildur Gudmundsdottir sued to keep her deceased father's medical records from going into the deCODE-run database, citing a right to privacy, and in 2003 Iceland's supreme court ruled in her favor.

In principle, their method is straightforward: to find a disease-related gene, find someone with the disease, then see how his or her DNA differs from the DNA of healthy people. In practice, however, individual genes rarely cause illness on their own; instead, they tend to make people more susceptible. And in places with genetically mixed populations, the complex interaction

says Asmundur Johannsson, a Reykjavik resident. "Ninety percent approve of deCODE, and I am one of them."

Thanks to people like Johannsson, a huge freezer in the basement of deCODE's gleaming, modern Reykjavik headquarters now holds blood samples from about 100,000 individuals, roughly half of Iceland's adult population. Using those samples, scientists at the company were able to zero in on their new anti-heart-attack compound. It's based on a gene known as LTA4H, first seen in mice, which governs the production of an enzyme called leukotriene A4 hydrolase. The enzyme plays a role in inflammation, a key factor in heart disease, and also encourages the buildup of cholesterol on blood-vessel walls.

And sure enough, Icelanders with a particular variant of the LTA4H gene turn out to be 40% more likely than average to have heart attacks. Looking outside the country, deCODE scientists found the variant gene in other populations—and discovered that in African Americans the increased risk is not 40% but a whopping 250%. That suggests the company's prospective drug—invented by Bayer and licensed by deCODE—could have a correspondingly large lifesaving effect, although even if it works, it could be several years before it reaches the U.S. market. Some critics are worried that insurers and employers might avoid anyone bearing the bad gene, making discrimination even worse than it already is. Stefansson scoffs at that notion: "You guys never needed genetics to discriminate against African Americans," he says. "You've done that completely unassisted by genetic discoveries."

The idea of combing through populations for disease genes isn't unique to deCODE. Britain's UK Biobank, for example, will follow 500,000 volunteers for decades, trying to correlate genes, lifestyle and disease. And two initiatives being put together by the U.S. National Institutes of Health will look for nearly 20 diseases in up to 40,000 people. But with its long head start and Iceland's genetic advantages, deCODE could be hard to catch. So far the company has isolated 15 gene variants for 12 diseases, including stroke, schizophrenia, osteoarthritis and, most recently, diabetes. In addition to the heart-attack drug, it has medications in the pipeline for preventing asthma and atherosclerosis. Even when no drug is available, knowing you have a disease gene can be invaluable. "What it tells you," says Stefansson, "is whether you are at risk, and it gives you the opportunity to respond. This is liberating." —Reported by Helen Gibson/Reykjavik and Alice Park/New York



PHOTO: AP/WIDEWORLD

month, deCODE announced that it had found a gene that boosts the risk of Type 2 diabetes. And within a few weeks, the company will start the final phase of trials for a drug based on a newly identified heart-attack gene that appears to be especially dangerous in African Americans. "I'm very enthusiastic," says Dr. Francis Collins of the U.S. National Institutes of Health and leader of the Human Genome Project. "What deCODE is doing is clearly exciting, and I congratulate them."

In principle, their method is straightforward: to find a disease-related gene, find someone with the disease, then see how his or her DNA differs from the DNA of healthy people. In practice, however, individual genes rarely cause illness on their own; instead, they tend to make people more susceptible. And in places with genetically mixed populations, the complex interaction

Taming the Toga

As campuses fight boorish behavior, the nation's largest fraternity seeks a manners makeover

By NATHAN THORNBURGH

AS THEY DO EVERY WEEK, THE 90 MEMBERS of the Sigma Phi Epsilon fraternity at Oregon State University file into their dining hall for a very different kind of frat party. The rows of scrubbed and pressed young men sit down to eat under the watchful eye of the brother who is acting as manners chair. No swearing is permitted. Napkins on laps are required. Small bites are urged instead of gulps. Scofflaws must do penalty push-ups or pay a fine into the piggy bank in the middle of each table.

Call it the new fratiquette, but these weekly civility sessions are just a small part of a growing reform movement led by SigEp, the country's largest fraternity. As colleges continue to crack down on binge drinking, hazing and general hooliganism, some fraternities are redefining the Greek experience in order to save it.

Oregon State's is among the 256 SigEp chapters nationwide that have adopted the Balanced Man Program, an intensive four-year fraternity experience created 13 years ago by concerned SigEp leaders to shift the center of life in the houses from beer-soaked blowouts to activities that promote healthy living and self-respect. To eliminate hazing, the program does away with the pledge system—all recruits are equal members from Day One. Alcohol is allowed, but booze-free activities are encouraged. The George Washington University chapter does yoga together. At Miami University in Ohio, fraternity brothers learn how to salsa-dance and cook traditional Mexican meals.

The SigEps of Oregon State were a long way from such genteel pursuits just five years ago. At a school that offers a degree in fermentation sciences, the SigEps of old stood out for their love of inebriation. "When I got here in 2001, it was awful," says Mike Powers, 20, a senior. "Drugs were coming in, grades were falling. There were nothing but monster parties." The chapter hit bottom that fall when a single party resulted in a whopping \$195,000 in fines for 26 separate counts of providing alcohol to minors. The house needed a fresh start, which led to a purge of partyers in which a third of the brothers left the chapter. "We needed to get rid of the cancers of the frat," says Powers.

Today the chapter, reorganized under

the Balanced Man Program, has rebounded. Membership is almost back to prepurge levels, and last summer the chapter won a national SigEp award that placed it in the top 15% in academics and community service of all chapters in the country.

But the frat makeovers have their detractors. In the rush to save fraternity life, some say, SigEp and the Balanced Man Program may be ruining it. "Some of my best experiences in college were stupid things I did with my friends, usually involving alcohol," says Kevin Stange, whose SigEp chapter at the Massachusetts Institute of Technology was frequently in trouble with the national organization when he was a student in the late 1990s and which eventually closed for several years. "We never went too far, though," says Stange. "And the real reason people join frats is to have fun. Balanced Man doesn't address that." Online chat rooms like greekchat.com are ablaze with debate about the changes. As one SigEp who clearly missed the etiquette lessons wrote, "The [Balanced Man Program] has effectively cut the balls [off] our fraternity."

Still, after membership declined throughout the '90s, the number of new SigEp recruits has increased 11% since 1999. Insurance premiums, which have a habit of rising when frat boys burn down their houses or fall off their balconies, have gone down the past two years. The average GPA for SigEp's members has reached the 3.0 mark, which the organization boasts is the highest of all fraternities.

Following SigEp's lead, other national fraternities have rolled out similar programs, from Sigma Alpha Epsilon's True Gentleman to Beta Theta Pi's Men of Principle. According to some members, there's an unexpected bonus from all these reforms: women seem to like them. "They can go to 21 other fraternities to get drunk," says Oregon State SigEp member Cameron Saffer. "Here you find respectful young men." —With reporting by Eli Sanders/Corvallis



PEAS AND CUES:
SigEps learning how
to mind their manners

PHOTO: MICHAEL MCCARTHY FOR TIME



GRACIOUS GREEKS: Primping for the weekly etiquette dinner at Oregon State University in Corvallis



50%
Reduction in
alcohol-related
incidents over the
past five years,
credited to the Balanced Man Program

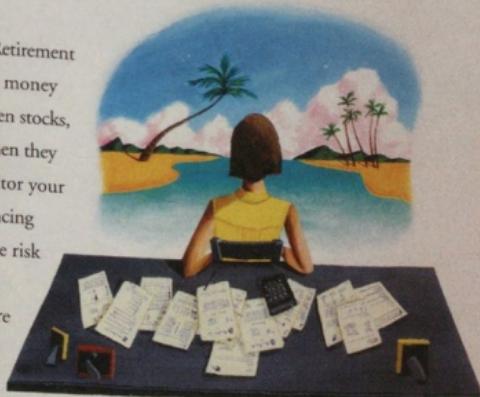
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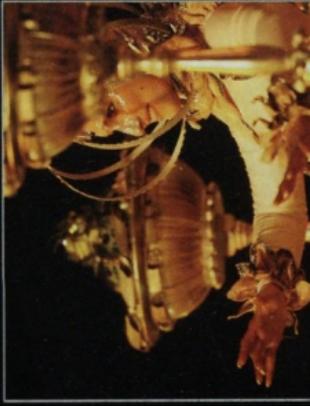


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2006 OLYMPICS





THE MOON'S A
BALLOON Apart from
fireworks, the opening
show had live-action
tableaux with
performers gliding in
on celestial spheres
and homages to Italian
culture from the
Renaissance to the
21st century



DONALD MUEHLER—GETTY FOR TIME

Once Upon A Winter's Night...•

Italy's city of Fiats and
chocolate, vermouth and the
shroud plays host to the
Olympics with a ceremony full
of dance, Dante and other
delights, even as controversies
and harsh realities lurk





A 2,500-YEAR-OLD GREEK POEM EXTOLS THE POWER OF MUSIC to enfold and enlarge Olympic glory. And so in Torino, Italy, the athletes of the world marched into a stadium originally erected by the dictator Benito Mussolini to several ancient tunes, such as Gloria Gaynor's *I Will Survive*, KC & the Sunshine Band's *I'm Your Boogie Man* and the Village People's *Y.M.C.A.* Are these the Winter Olympic Games or a disco inferno?

It does make some sense. For this is Italy, a country particularly proud of infernos. Indeed, after the thump, thump, thumping came a reading from the peninsula's poet-prophet, with the Italian actor Giorgio Albertazzi reciting an inspiring passage from Dante's *Divine Comedy*. In a fiery scene, scores of legs kicked in the air, evoking the sinners' feet in the *Inferno*'s Canto XX. How unholy is the thrill when you sense that the circles of hell have, in the end, been transformed into the Olympic rings?

For all the evocations of international camaraderie, the Olympics are a lot about national pride. And so, beyond Dante, the peninsula trotted out stars to tout its culture: Giorgio Armani designing costumes; Sophia

Loren carrying the Olympic flag; supermodel Carla Bruni slinking in with the Italian flag; Luciano Pavarotti singing Puccini's *Nessun Dorma* (Nobody Sleeps) from *Turandot*; Eva Herzigova (a Czech-born resident of Torino) starring as Botticelli's Venus on a half shell. A Ferrari roared onstage, the speakers blared the theme from *Rocky* (Stallone! The Italian Stallion!), and suddenly, after a magnificent due formation by acrobats on gossamer thread, there was a poetry-spouting Yoko Ono. (Who knew she was Italian?) The only thing missing was the famous shroud.

Reminders of the harsher realities were perceptible, however. The Olympics are about the pride of the host country, but the Games also bring in worldly and cruel anxieties. Danish athletes reportedly received special protection because of the global swirl of threats surrounding the publication of cartoons inimical to the Prophet Muhammad. Everywhere in Torino and around the stadium, soldiers and police were visible. And until the disco music drowned them out, helicopters whirred loudly over the proceedings.

As for the internal controversies of the Olympics, they were on parade even before the opening ceremony. Propecia sounds

like an Olympian god, and so it had its sacrificial victim. U.S. skeleton slider Zach Lund clearly needs the drug, used to reduce hair loss due to male-pattern baldness but shouldn't have used it. As a result, he has been banished from the Games because Propecia can mask the use of steroids. In another roil, Wayne Gretzky, head of Canada's hockey team, is being stalked by a scandal linking his wife Janet Jones and a close associate to a mess of gambling. Says an indignant Christine Keshen, a member of the Canadian women's curling team: "If people can't lay off of him for what's going on back home, they need to realize this is the Olympics."

And that is the point, after all, in spite of patriotic excess, overpowering wedding-banquet music and all sorts of anxiety. It is the refuge of sport that keeps athletes and fans coming back for the Olympics, summer or winter—an exhilaration felt with the U.S.'s first gold medal on Saturday, won by Chad Hedrick in the men's 5,000m speedskating event. No matter what is said by Dante in his *Inferno*. For the occasion, his famous line should read, "Reclaim every hope, ye who enter here." Let the Games begin.

—By Howard Chua-Eoan. Reported by Andrea Gerlin, Sean Gregory, Jeff Israel and Alice Park/Torino



U.S.A.! U.S.A.! Shaun White, Mason Aguirre and Danny Kass, top, of the snowboarding team mug for cameras

CAMO BALLET After an homage to the Italian Renaissance, the show focused on modernist impulses, above

INFLATED EGOS? Nope. Just Torino's new and curious way of impersonating snowflakes



34

Team U.S.A.'s magic number to match or beat: the medals won by Americans at the Games in Salt Lake City, Utah

84

Gold medals to be awarded at the Games through Feb. 26

52

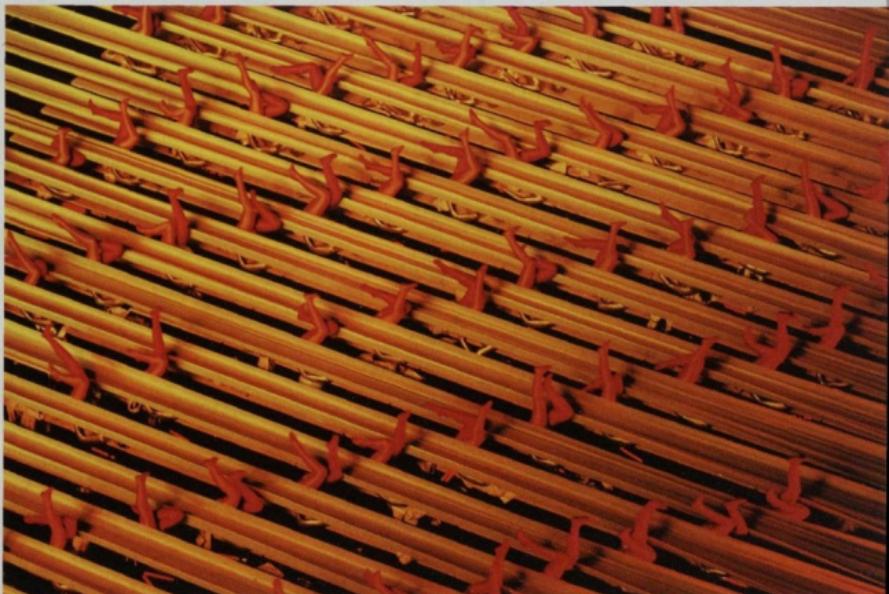
Age of Anne (Grandma Luge) Abernathy of the U.S. Virgin Islands, competing in her sixth Games—the oldest female Winter Olympian ever



WINGING IT Acrobats attached to wires rearranged themselves to create an enormous peace dove for the Games

HOOFING IT A tribute to Italy's Alpine region included these Holstein dancers, left

LEGGING IT Aglow in gold and red, performers evoke a scene from Dante's *Inferno*



750,000

Sporting-event tickets, costing from \$24 to \$334, that had been sold as of opening ceremonies; 250,000 were still for sale

900,000

Population of Torino, largest city ever to be host to a Winter Olympics



Back at Home

To create his latest works—all landscapes—he's moved from his adopted L.A. to his native Yorkshire

TWILIGHT OF THE BAD BOY

David Hockney is older and more British but still just as mischievous



DAVID HOCKNEY. COURTESY OF THE ARTIST AND CHRISTIE'S, LONDON

My Parents, 1977

▲ Hockney's father worked in an accountant's office and did a little painting; his mother was a homemaker and the mother of five children

By RICHARD LACAYO BRIDLINGTON

JUST AS GOYA DID, DAVID HOCKNEY IS going deaf. He has been for years. It doesn't keep him out of many conversations, though. He loves to talk, and with the help of two hearing aids, he can follow the flow of most discussions well enough. He's always happy to talk about art. He's particularly happy to talk about portraiture, especially since his own portrait work, more than five decades of it, is the subject of an important show that will open Feb. 26 at the Boston Museum of Fine Arts. He's very happy to talk about the shortcomings of photography, which he wants you to know is hopeless when it comes to representing the visible world. "The camera can't see space," he says. "It sees surfaces. People see space, which is much more interesting."

Photograph for TIME by Sheila Rock

But we'll get back to art in a moment. What Hockney really wants to talk about lately is smoking. To his immense annoyance, the British government plans by 2008 to ban it in nearly all workplaces, in restaurants and even in pubs that serve food. A few weeks ago, leading me around his sturdy brick house in Bridlington, a British seaside resort town not far from where Hockney was born, he's steaming. "You know that Hitler didn't smoke?" he asks suddenly, as though daring me to disagree that this alone might explain *der Führer's* lust for world conquest. Last fall on British radio Hockney debated Julie Morgan, the Labour Member of Parliament who spearheaded the ban. "Death awaits you whether you smoke or not," he warned her. "Pubs are not health clubs." As for New York City, now that it has its own smoking ban, he's through with it. "Little Emily with asthma," he sighs. "She has taken over Manhattan."

So although it has been a while since he was the bad boy of British painting, a title that passed years ago to Damien Hirst—he of the dissected sharks—Hockney still takes pleasure in casting aside the latest standard of middle-class morality. He has aged, and in some ways he has mellowed, but he has not gone soft. He's 68, a time when many artists are repeating themselves or fading into the margins. But Hockney has always managed to take his art down enough new paths—double portraits, photocollages, Cubist landscapes—to keep himself, if not always cutting edge, then at least fresh and relevant. He's in the small club of living artists whose work has fetched more than \$2 million at auction (\$2,869,500 in 2002 for his 1966 *Portrait of Nick Wilder*). His devotion to representational art has sometimes made

DAVID HOCKNEY: COURTESY MUSEUM OF FINE ARTS, BOSTON



him seem out of step, sometimes in. Two years ago, he was one of just a handful of artists of his generation to be included in the Whitney Biennial, the New York City museum survey that tries, however bumpily, to define what's happening. The curators credited him with "serving as a model for painting's renewed focus on the intimate and the figurative." And with the Boston show, which will travel to Los Angeles and London, Hockney is more visible than he has been for some time.

THIS IS, AFTER ALL, SOMEBODY WHO started his career by remaking not just his work but himself. In 1961, when he first visited the U.S., not long after finishing London's Royal College of Art, Hockney was thrilled by the freedom and challenge of Manhattan. He responded by bleaching his hair blond, his trademark look for years to come. But his real transformation

began three years later, when he discovered Los Angeles and refashioned himself into somebody even more California than the Beach Boys. So heartfelt and persuasive was his embrace of L.A. that within a few years his lambent paintings of lawn sprinklers, swimming pools and palm trees became part of everybody's mental picture of the place. Although he saw it all through eyes schooled in Piero della Francesca and Picasso, you could tell that what he loved above all was simply how-of-the-moment L.A. was, with its sunstruck hedonism and emerging sexual freedoms, so unlike the confines of postwar Britain. It's useful to recall that one of Hockney's enduring contributions to the history of the nude—we mean this—is the tan line. That's not something he would have seen very much of back in Yorkshire.

All the same, in his 60s, Hockney has been looking homeward. Since last spring, Yorkshire is exactly where he has been, living and painting in the rolling farmland he has

BOSTON LEFT: SIMONDOON-CAMERA PRESS/RETNA

His Life And Times

► In 1963, with an early version of what would be for decades the Hockney look: blond with bold black eyeglass frames

► That same year he taught occasionally at Maidstone College of Art. He joined friends and colleagues, including artist John Pearson, far left, at a London pub



Two Ways Of Seeing

The Scrabble Game, 1 January 1983, 1983

► In Hockney's photocollages, a multitude of prints approximate how the eye moves

Peter Getting Out of Nick's Pool, 1966

► The California portraits capture fleeting moments in forms as stiffly ceremonious as Egyptian statues



between the two figures becomes a psychological separation as well. "I am very interested in space," he says. "Especially the space between two people—which, after all, is what a lot of people want to eliminate. All creatures want union."

The Boston show will have more than 150 portraits in almost every medium that Hockney has worked in, including the intricate photocollages he made in the 1980s under the influence of Picasso's Cubism, a recurring obsession. "People feel that the world depicted through photography is absolutely real," he complains. "But it's not. That's just a tiny aspect of reality." So to make *The Scrabble Game, 1 January 1983*, Hockney combined dozens of separate photos from a succession of moments, allowing the scene to play out in time as well as space. The picture also presents itself in the way the eye actually sees, as a sequence of darting glances. In pictures like that, Hockney beats the camera at its own game, using photographs to prove the insufficiency of any one photograph.

He often talks about his art as though it were an assault on the still formidable cultural pre-eminence of photography. That's a big job, but Hockney gives the impression that he has the energy for it. One morning, as we're driving around the Yorkshire countryside, he gets out of the car to approach a large tree he painted the day before. "You see," he asks, "how its branches bend down and then curve up again?" To demonstrate, he abruptly lifts both his arms into the air. "The life force pushes it up, then gravity pulls it down, but it insists on rising back up!" He's holding a cigarette, of course. The smile on his face is just this side of triumphant. It doesn't take long to realize that he's talking about himself. ■

known since childhood. And he has gone native again, just as much as he ever did in California, although this time it's in the place he's native to. In California Hockney was all about brightly striped shirts and mismatched pastel socks. Bridlington Hockney goes in for charcoal tweeds and plaid slippers. The blond hair has gone gray. The big round eyeglasses have been exchanged for wire ovals. His socks match. Hockney has begun looking like a man who has found his psychological default mode. It's the eternal English householder.

Even so, he's not the type to keep an ordinary household. His downstairs parlor is crammed with tall cartons that contain the stretched canvases he has delivered regularly from London. On the stairway leading to his studio, somebody has tracked bright red paint up the carpet. Hockney lives here with John Fitzherbert, his companion for more than a decade, and a studio assistant, Jean-Pierre Goncalves de Lima. Hockney still

keeps a place in London and another in L.A., where he plans to return in May. But until then he's in Yorkshire to paint landscapes through all four seasons, a natural cycle he lost touch with in California. "I was coming here for years with my mother," he says. "To paint a landscape, you need to know the place quite well—where the sun is going to come up, how it will move."

That's pretty much the guiding philosophy behind Hockney's portraiture too. He rarely accepts commissions, so almost all of his portraits are of friends, lovers and family. Many of his pictures feel intimate even when they don't involve an old boyfriend hoisting himself buck naked out of the water, as in *Peter Getting Out of Nick's Pool*. Some of Hockney's most interesting canvases are the double portraits he started doing in the 1960s, pictures of people, like the writer Christopher Isherwood and his lover Don Bachardy, whom Hockney knew well. In *My Parents*, the physical space be-

ILLUSTRATION: DAVID HOCKNEY; TOP LEFT: HULTON-DEUTSCH; COMBINE: RICHARD SCHMIDT; ALL IN GENE KOREN PHOTOGRAPHY



► Although he was friends with Andy Warhol, here in 1976, Hockney did not want to be pigeonholed as a Pop artist

► In 1989, with writer William Burroughs in Boulder, Colo., where Hockney taught art in the '60s

► At his Los Angeles studio in 1991, with photographer Helmut Newton



A Barrel of Monkeys

A new British band comes to the U.S. on a wave of hype—and deserves every ounce of it

By JOSH TYRANGIEL



FOR ALL THEIR STIFF-upper-lip stoicism, the British go cuckoo for *Cocoa Puffs* over any native band that can gin up three chords and an attitude. The latest kings of England are the Arctic Monkeys, four lads who got guitars for Christmas in 2001, mastered them quickly, toured the country and handed out home-burned CDs of songs that were then uploaded to the unsigned-band portal MySpace.com. Their following metastasized to the point that the band sold out the famed London Astoria last year on word of mouth. When a record-company bidding war ensued, the Arctic Monkeys signed with independent label Domino for a tidy sum and in January released their debut album in Britain, *Whatever People Say I Am, That's What I'm Not*, which not only is the fastest-selling British debut ever but was also voted by readers of the influential *New Musical Express* as the fifth greatest British album—of ALL TIME!—topping, among others, the Beatles' *Revolver* and the Clash's *London Calling*.

The instinctive response to this outbreak of British euphoria is condescension. (It's fun to switch cultural roles once in a while, no?) Americans who don't love music can sniff at the band's impossible youth—two of the Arctic Monkeys are 19, two are 20—and refrigerator-poetry name. Music lovers need only glance at dusty albums by Oasis, Super Furry Animals, the Prodigy and Bloc Party to remind themselves that the Brits routinely mistake mediocrity for greatness. Here's the thing, though: this time there's no mistake. *Whatever People Say I Am*, due out in the U.S. on Feb. 21, isn't perfect, but it's a great rock album that spotlights a new lyricist who is whip smart,

funny and appealingly dangerous. He does a lot to restore faith in rock's future.

The music itself makes no great claims to originality. The Arctic Monkeys' lo-fi guitar jags are cribbed from the Strokes and Franz Ferdinand (who cribbed them from Lou Reed and Television and so on), and the band's ska rhythms and martial drums come courtesy of the Clash. But singer-guitarist Alex Turner, guitarist Jamie Cook, drummer Matt Helders and bassist Andy

You Probably Couldn't See for the Lights but You Were Staring Straight at Me gets a laugh on its own. Turner is particularly good at setting scenes at the top of songs—"Up rolled the riot van/ And sparked excitement in the boys/ But the policemen look annoyed/ Perhaps these are ones they should avoid"—and with each couplet he swings between disgust at and tolerance of the boozy, materialistic and louche world around him. On the standout *A Certain Romance*, Turner looks around the pub and begins, "Oh they might wear classic Reeboks/ Or knackered Converse/ Or tracky bottoms tucked in socks/ But all of that's what the point is not/ The point's that there isn't no romance around there." But by the end of the song, he admits that a lot of those hopeless, materialistic and thoroughly sauced people are his friends and

A DEBUT
VOTED
THE FIFTH
GREATEST
BRITISH
ALBUM
OF
ALL TIME



HEY, HEY, THEY'RE... Turner, Cook, Nicholson and Helders

Nicholson play with a swagger that obliterates any trace of ancestor worship. They aren't referencing anything as they fly through tunes like *The View from the Afternoon*; they're just playing as many hooks as possible, as fast and as cleanly as they can.

Turner's voice is dry and laconic, and he seldom strays from his middle range, but flourishes would only distract from some of the best lyrics ever written by someone who still lives with his parents. On the punk hurricane *I Bet You Look Good on the Dancefloor*, he yelps, "Oh, there ain't no love, no, Montagues or Capulets/ Just banging tunes in DJ sets and/ Dirty dance floors and dreams of naughtiness," while the song title

that "They might overstep the line/ But you just cannot get angry in the same way."

Whatever People Say I Am is the sound of smart kids doing stupid things, with a dawning recognition that maybe life has more to offer than drinking and hooking up. Perhaps the best thing about it is that it has no interest in speaking to anyone over 30. It's great for family dynamics that parents and kids can listen to Coldplay together, but it's a terrible thing for rock 'n' roll, which needs rebellion to survive. (Ever wonder why hip-hop is doing so well?) Parents will be freaked by Turner's wry narration of a life that could go either way, but kids will hear someone speaking their language, if not their dialect. ■

Allergies bothering you?

SINGULAIR
works

differently.



While many
allergy medicines block histamine,
SINGULAIR blocks leukotrienes, an underlying
cause of allergy symptoms. If you have indoor or outdoor
allergies, treat your allergy symptoms differently with SINGULAIR.

SINGULAIR is approved to help relieve both indoor and outdoor allergy
symptoms for a full 24 hours. And in clinical studies SINGULAIR was not
associated with drowsiness. Ask your doctor about SINGULAIR today.

Important Information: Side effects are generally mild and vary by age, and
may include headache, ear infection, sore throat, and upper respiratory infection.

Side effects generally did not stop patients from taking SINGULAIR.

Please see the Patient Product Information on the
adjacent page and discuss it with your doctor.

For more information about SINGULAIR, please
visit singulair.com or call 1-888-MERCK-95.

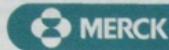
ONCE-A-DAY
SINGULAIR
(MONTELUKAST SODIUM)

A different way to treat
indoor and outdoor allergies



This product is available through the Merck Patient Assistance Program.
To find out if you qualify call 1-888-MERCK-95.

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Patient Information
SINGULAIR® (sing'u-lair) Tablets, Chewable Tablets, and Oral Granules
Generic name: montelukast (mon-te-LOO-kast) sodium

Read this information before you start taking SINGULAIR®. Also, read the leaflet you get each time you refill SINGULAIR, since there may be new information in the leaflet since the last time you saw it. This leaflet does not take the place of talking with your doctor about your medical condition and/or your treatment.

What is SINGULAIR®?

- SINGULAIR is a medicine called a leukotriene receptor antagonist. It works by blocking substances in the body called leukotrienes. SINGULAIR is not a steroid. Blocking leukotrienes improves asthma and allergic rhinitis. (See the end of this leaflet for more information about asthma and allergic rhinitis.)

SINGULAIR is prescribed for the treatment of asthma and allergic rhinitis:

1. Asthma.

SINGULAIR should be used for the long-term management of asthma in adults and children ages 12 months and older.

Do not take SINGULAIR for the immediate relief of an asthma attack. If you get an asthma attack, you should follow the instructions your doctor gave you for treating asthma attacks.

2. Allergic Rhinitis.

SINGULAIR is used to help control the symptoms of allergic rhinitis (sneezing, stuffy nose, runny nose, itching of the nose). SINGULAIR is used to treat seasonal allergic rhinitis (outdoor allergies that happen part of the year) in adults and children ages 2 years and older, and perennial allergic rhinitis (indoor allergies that happen all year) in adults and children ages 6 months and older.

(See end of this leaflet for more information about allergic rhinitis)

Who should not take SINGULAIR?

Do not take SINGULAIR if you are allergic to SINGULAIR or any of its ingredients.

The active ingredient in SINGULAIR is montelukast sodium.

See the end of this leaflet for a list of all the ingredients in SINGULAIR.

What should I tell my doctor before I start taking SINGULAIR?

Tell your doctor about:

- **Pregnancy:** If you are pregnant or plan to become pregnant, SINGULAIR may not be right for you.
- **Breast-feeding:** If you are breast-feeding, SINGULAIR may not be right for you and your baby. You should consult your doctor before taking SINGULAIR if you are breast-feeding or intend to breast-feed.
- **Medical Problems or Allergies:** Talk about any medical problems or allergies you have now or had in the past.
- **Other Medicines:** Tell your doctor about all the medicines you take, including prescription and non-prescription medicines, and herbal supplements. Some medicines may affect how SINGULAIR works, or SINGULAIR may affect how your other medicines work.

How should I take SINGULAIR?

For adults and children 12 months of age and older with asthma:

- Take SINGULAIR once a day in the evening.
- Take SINGULAIR every day for as long as your doctor prescribes it, even if you have no asthma symptoms.
- You may take SINGULAIR with food or without food.
- If your asthma symptoms get worse, or if you need to increase the use of your inhaled rescue medicine for asthma attacks, call your doctor right away.
- **Do not take SINGULAIR for the immediate relief of an asthma attack.** If you get an asthma attack, you should follow the instructions your doctor gave you for treating asthma attacks.
- Always take SINGULAIR and rescue medicine for asthma attacks with you.
- Do not stop taking or lower the dose of your other asthma medicines unless your doctor tells you to.
- If your doctor has prescribed a medicine for you to use before exercise, keep that medicine unless your doctor tells you not to.

For adults and children 2 years of age and older with seasonal allergic rhinitis, or for adults and children 6 months of age and older with perennial allergic rhinitis:

- Take SINGULAIR once a day, at about the same time each day.
- Take SINGULAIR every day for as long as your doctor prescribes it.
- You may take SINGULAIR with food or without food.

How should I give SINGULAIR oral granules to my child?

Do not open the packet until ready to use.

SINGULAIR 4-mg oral granules can be given:

- diluted in water
- dissolved in 1 teaspoonful (5 mL) of cold or room temperature baby formula or breast milk;
- mixed with a spoonful of one of the following soft foods at cold or room temperature: applesauce, mashed carrots, rice, or ice cream.

Be sure that the entire dose is mixed with the food, baby formula, or breast milk. The correct dose is given the entire amount of the food, baby formula, or breast milk mixture right away (within 15 minutes).

IMPORTANT: Never store any oral granules mixed with food, baby formula, or breast milk for use at a later time. Throw away any unused portion.

Do not put SINGULAIR oral granules in any liquid drink other than baby formula or breast milk. However, your child may drink liquids after swallowing the SINGULAIR oral granules.

What is the daily dose of SINGULAIR for asthma or allergic rhinitis?

For Asthma (Take in the evening):

- One 10-mg tablet for adults and adolescents 15 years of age and older,
- One 5-mg chewable tablet for children 6 to 14 years of age,
- One 4-mg chewable tablet or one packet of 4-mg oral granules for children 2 to 5 years of age, or
- One packet of 4-mg oral granules for children 12 to 23 months of age.

For Allergic Rhinitis (Take at about the same time each day):

- One 10-mg tablet for adults and adolescents 15 years of age and older,
- One 5-mg chewable tablet for children 6 to 14 years of age,
- One 4-mg chewable tablet for children 2 to 5 years of age, or
- One packet of 4-mg oral granules for children 2 to 5 years of age with seasonal allergic rhinitis, or for children 6 months to 5 years of age with perennial allergic rhinitis.

What should I avoid while taking SINGULAIR?

If you have asthma and if your asthma is made worse by aspirin, continue to avoid aspirin or other medicines called non-steroidal anti-inflammatory drugs while taking SINGULAIR.

What are the possible side effects of SINGULAIR?

The side effects of SINGULAIR are usually mild, and generally did not cause patients to stop taking their medicine. The side effects in patients treated with SINGULAIR were similar in type and frequency to side effects in patients who were given a placebo (a pill containing no medicine).

The most common side effects with SINGULAIR include:

- stomach pain
- stomach or intestinal upset
- heartburn
- tiredness
- fever
- stuffy nose
- cough
- flu
- upper respiratory infection
- dizziness
- headache
- rash

Less common side effects that have happened with SINGULAIR include (listed alphabetically):

- agitation including aggressive behavior, allergic reactions (including swelling of the face, lips, tongue, and/or throat, which may cause trouble breathing or swallowing), hives, and itching, bad/dreams, increased bleeding tendency, bruising, diarrhea, drooling, fainting, headache, hives, indigestion, inflammation of the pancreas, irritability, joint pain, muscle aches and muscle cramps, nausea, palpitations, pins and needles/numbness, restlessness, seizures (convulsions or fits), swelling, trouble sleeping, and vomiting.

Rarely, asthmatic patients taking SINGULAIR have experienced a condition that includes certain symptoms that do not go away or that get worse. These occur usually, but not always, in patients who were taking steroid pills by mouth for asthma and those steroids were stopped or taken less often or stopped. Although SINGULAIR has not been shown to cause this condition, you must tell your doctor right away if you get one or more of these symptoms:

- a feeling of pins and needles or numbness of arms or legs
- a flu-like illness
- rash
- severe inflammation (pain and swelling) of the sinuses (sinusitis)

These are not all the possible side effects of SINGULAIR. For more information ask your doctor or pharmacist.

Talk to your doctor if you think you have side effects from taking SINGULAIR.

General Information about the safe and effective use of SINGULAIR

Medicines are sometimes prescribed for conditions that are not mentioned in patient information leaflets. Do not use SINGULAIR for a condition for which it was not prescribed. Do not stop SINGULAIR without telling your doctor even if you have the same symptoms you have. It may harm them. Keep SINGULAIR and all medicines out of the reach of children.

Store SINGULAIR at 25°C (77°F). Protect from moisture and light. Store in original package.

This leaflet summarizes information about SINGULAIR. If you would like more information, talk to your doctor. You can ask your pharmacist or doctor for information about SINGULAIR that is written for health professionals.

What are the ingredients in SINGULAIR?

Active ingredient: montelukast sodium

SINGULAIR chewable tablets contain aspartame, a source of phenylalanine.

Phenylketonurics: SINGULAIR 4-mg and 5-mg chewable tablets contain 0.674 and 0.842 mg phenylalanine, respectively.

Inactive ingredients:

- 4-mg oral granules: mannitol, hydroxypropyl cellulose, and magnesium stearate.
- 4-mg and 5-mg chewable tablets: mannitol, microcrystalline cellulose, hydroxypropyl cellulose, red ferric oxide, croscarmellose sodium, cherry flavor, and magnesium stearate.
- 10-mg tablet: microcrystalline cellulose, lactose monohydrate, croscarmellose sodium, hydroxypropyl cellulose, magnesium stearate, hydroxypropyl methylcellulose, titanium dioxide, red ferric oxide, yellow ferric oxide, and carnauba wax.

What is asthma?

Asthma is a continuing (chronic) inflammation of the bronchial passageways which are the tubes that carry air from outside the body to the lungs.

Symptoms of asthma include:

- coughing
- wheezing
- chest tightness
- shortness of breath

What is allergic rhinitis?

- Seasonal allergic rhinitis, also known as hay fever, is triggered by outdoor allergens such as pollens from trees, grasses, and weeds.
- Perennial allergic rhinitis may occur year-round and is generally triggered by indoor allergens such as dust mites, animal dander, and/or mold spores.
- Symptoms of allergic rhinitis may include:
 - stuffy, runny, and/or itchy nose
 - sneezing

Rx only

Issued July 2005

MERCK & CO., INC.
 Whitehouse Station, NJ 08889, USA
 20551418(1)(218)-SNG-CON



Barberie, pictured—the competition's ringer—revealed that she has dreamed of spangle-costumed skating glory since she was a girl. Plus, we got to see *Full House*'s Dave Coulier skate in a dress. Now that's cool—cool as ice.

► SURVIVOR: PANAMA—EXILE ISLAND

CBS, THURSDAYS, 8 P.M. E.T.

REALITY'S PATIENT ZERO returns in a new season filled with twists: tribes start out divided by age and gender, and in each episode a contestant is marooned alone on an island that hides an immunity idol to protect against the weekly vote-offs. But gimmicks aside, *Survivor* always comes down to the casting, conflicts and characters, and so far the competitors in this set are promising—from a "fire dancer" to a retired space-shuttle astronaut. He should know a thing or two about being stuck with a small group for extended periods.



BEAUTY AND THE GEEK 2

THE WB, THURSDAYS, 9 P.M. E.T.

WHAT SOUNDED LIKE A tasteless dating show—a squad of socially challenged nerds paired with intellectually challenged hotties—became TV's most sweet-hearted reality series. In the platonic pairings, the guys teach book smarts and the women teach their partners social skills while competing for a

\$250,000 purse. (A version with smart chicks and beefcake studs is in the works.) Both groups build confidence and learn what they have in common. It's a rare series that, by playing to stereotypes, ends up disproving them.

BLACK. WHITE.

FX, WEDNESDAYS, 10 P.M. E.T., DEBUTS MARCH 8

SPEAKING OF STEREOTYPES, this provocative series attacks them using tricks of unreality entertainment: makeup and prosthetics. A black and a white family each get made over to live life as members of the other's race. As illuminating as their undercover experiences (a white stranger casually shares racist opinions with the "white" father) are their conflicting interpretations of racial nuances (was a salesman nice to the "black" father out of friendliness—or fear that he was going to steal something?). This is an extreme—and edifying—makeover indeed.

—By James Poniewozik

6 REALITY TV GEMS (REALLY)

Everyone loves to hate the genre, but these shows are just plain likable

ROLLERGIRLS

A&E, MONDAYS, 10 P.M. E.T.

LIKE REALITY TV, ROLLER DERBY mixes contrived personae with real conflict, theatrics with real spills. The women of the Austin, Texas, Lonestar Rollergirls league are equal parts athletes and punk-feminist performance artists (with drag-queeny noms de skate like Venus Envy and Miss Conduct); they wear Catholic-schoolgirl skirts and fishnets and deal out bruising blows. "You can be completely feminine and athletic, threatening and sexy," says a skater of the sport's appeal. Gorgeously shot and structured like a drama, each episode delves into the lives of skaters, some fighting off demons, others blowing off steam. As their offtrack dramas climax on a sweaty track in an old airplane hangar, their cheesy competition becomes transcendent, just as good, cheesy TV can.

► SKATING WITH CELEBRITIES

FOX, MONDAYS, 8 P.M. E.T.

THE OLYMPICS IT AIN'T—although it does have former decathlete Bruce Jenner. But Fox's rip-off of *Dancing with the Stars* far outdoes its ballroom model. The irresistible corponne of a celebrity skate-off, it turns out, is not that different from the irresistible competition of a legitimate skating match. But there are also earnest moments, as when *NFL* on Fox weather babe Jillian



PROJECT RUNWAY

BRAVO, WEDNESDAYS, 10 P.M. E.T.

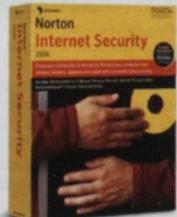
MANY TV SHOWS can set you on pins and needles. But only this one is about pins and needles. This competition among aspiring fashion designers, heading for its second-season finale in March, stands out because its smart, bitchy, funny competitors have



**Now tax time is relax time.
Get money back and enjoy the freedom to relax.**

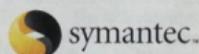
That feeling you're experiencing? It's called relaxation. You get it knowing your taxes are done right and your personal information is secure with Norton Internet Security™ 2006 from Symantec. The company that protects over 370 million computers or email accounts worldwide.

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*Purchase Norton Internet Security™ 2006 for Windows® and any version of TurboTax® from Intuit® or TaxCut® from H&R Block® between 11/12/05-4/15/2006, and receive \$40 USD via mail-in rebate. Mail-in rebate must be postmarked within 30 days of Symantec software purchase. Limit one rebate per customer. See www.symantec.com/taxtime for other terms and conditions. Valid only in the US and void where prohibited. © 2006 Symantec Corporation. All rights reserved. Symantec and the Symantec Logo are registered trademarks of Symantec Corporation.

PLAY'S THE THING

Butterscotch, a life-size plush pony from Hasbro that nuzzles and eats carrots, debuts at the 2006 American International Toy Fair in New York City along with hundreds of other high-tech amusements, including a teenage doll with artificial intelligence, an interactive easel and a musical robot fueled by MP3s. Here's a look at some of the most promising playthings hitting the show floor this week—and store shelves across the U.S. later this year.

—By Maryanne Murray Buechner



BABY'S DIGICAM

The Kid-Tough digital camera from Fisher-Price has sturdy rubber grips and a color LCD screen so kids can review snaps immediately. ("Look Ma! My hand!") The double viewfinder helps wee ones frame their shots. Image resolution is a mere 640 by 480 pixels (barely enough for a decent 4-in.-by-6-in. print), but low res also means there's more room to store pics: the 8 MB of built-in memory holds some 70 images, and there's a memory-card slot so Mom or Dad can up capacity.

Price \$70
Available June



THE WIRED TOT

For those who think it's never too soon to introduce technology, there is plenty of new gear. The V.Smile Baby system from VTech is aimed at children ages 9 months to 3 years. While Junior punches the oversize buttons on the wireless console, Mom is supposed to guide him through the activity—a lesson in colors, say, or shapes—from a device connected to the TV. Chicco, meanwhile, has developed a bilingual videophone for tots 18 months and older. When a child flips a switch on the keypad, objects (a duck, a tree) appear on the screen, and a voice, speaking in Spanish and English over a cordless handset, identifies what's on display.

Price \$40 each
Available Fall



YOU'VE SEEN THE SHOW ...

Toymakers love to license popular TV and movie characters. Dora the Explorer products did \$1.4 billion in sales last year alone. So it's no surprise that Curious George—star of a new movie and a PBS series launching this fall—is at the center of his own merchandising blitz.

The Tickle 'n Giggle doll by Toy Biz has one up on the classic Elmo doll: a secret, random tickle spot that, when discovered, produces a big belly laugh.

Price \$25
Available Now



A LIVING DOLL

Amazing Allysen from Playmates is a smart doll for the tween set. She's programmed to learn a child's preferences—favorite colors and hobbies, best school chums—and work them into conversation. Armed with a vocabulary of more than 100 words, Allysen speaks in the recorded voice of a real girl. Her ability to process voice commands—a technology that hasn't always worked so well in the past—is supported by sophisticated software, her creators say. The animatronics controlling her face are finely tuned to produce subtle facial expressions that are perfectly suited to her age (she's 10).

Price \$100
Available Fall

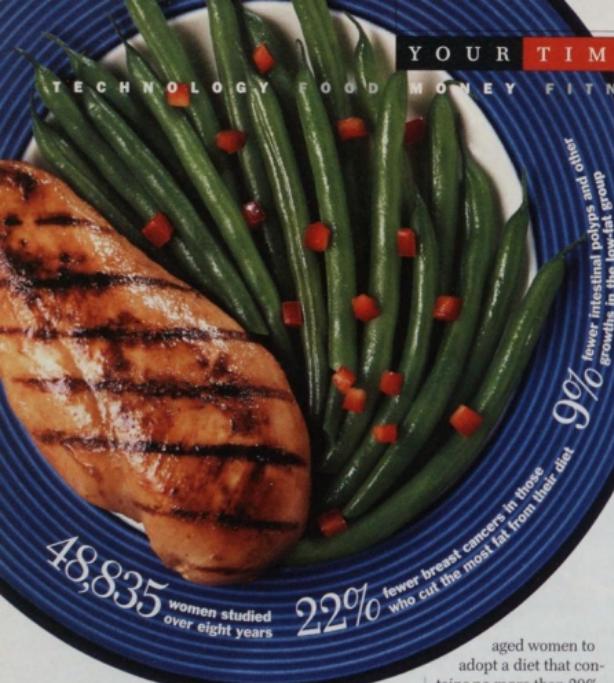


ONE-MAN BAND

The success of the iPod has inspired toymakers to create instruments that let kids jam with their favorite tracks. Blue Box Toys' b2 division this week introduces the MiJam line, pitched to musicians ages 8 to 14. The drumsticks connect to an iPod and let kids add extra percussion to a song. The stringless guitar features a strumming pad and a bar for vibrato effects.

Price Drumsticks, \$30;
guitar, \$40
Available September





THE REAL STORY ABOUT LOW FAT

By CHRISTINE GORMAN

YOU MAY HAVE NOTICED THE BIG HEADLINES LAST week suggesting that low-fat diets—long recommended as the path to better health—don't do any good. Before you rush off to order a cheeseburger with an ice-cream chaser, however, you should take a closer look at the studies on which those headlines were based. You'll probably end up concluding, as I did, that paying attention to how much and what kind of fat you consume is pretty important after all. • First, some background. There were three studies, all published in the *Journal of the American Medical Association* and all part of a much larger project called the Women's Health Initiative (WHI), which started in the early 1990s. The low-fat diet section of the investigation was designed to answer two related questions: 1) Can you get a lot of middle-

aged women to adopt a diet that contains no more than 20% of its calories from fat? and 2) Will that low-fat diet protect them against breast or colon cancer? (As an afterthought, the investigators added a question about the diet's effect on heart disease.)

Nearly 49,000 women were divided into two groups: one received intensive training to reduce dietary fat; the other was given literature on healthy eating. Fat consumption in the intervention group fell from 38% to 24% in the first year, then slid back to 29% by the sixth year. The control group started at 38% fat and finished at 37%.

So, the answer to the

first question is that it's really, really hard to get a lot of women to cut their fat intake to 20%—basically no butter or nuts and very little meat. As for the question about whether low-fat diets prevent cancer, the WHI study simply may not have gone on long enough. True, there was no statistically significant benefit when you compared the two large groups. But the women who had the highest fat consumption at the start of the trial and who managed to cut it back the closest to 20% for the longest period developed 22% fewer breast cancers than the women in the control group. That's a statistical-

**Don't be fooled.
It's still important
to watch what
fats you eat**

ly significant reduction.

Furthermore, the women in the intervention group had 9% fewer polyps and other precancerous growths in their lower gastrointestinal tract. Given that it takes a decade or more for colorectal cancer to develop, it may be too soon to see if there's a corresponding drop in cancer rates. Also, the women increased their

average consumption of fruits and vegetables only slightly, from four to five servings a day. "Maybe if we had gotten up to seven or so, on average, we would have been in a better place," says Shirley Beresford, a study leader and an epidemiologist at the University of Washington.

In hindsight, it's easy to say that the investigators made a mistake in tracking only the total amount of fat consumed and not the saturated and trans fats now known to damage arteries. But all the earlier research on preventing cancer suggested that total fat was the culprit, so investigators decided to concentrate on that.

What does all this mean for you? If you don't have a history of heart disease or breast or colon cancer, you can probably cut yourself a little slack on the total amount of fat you consume—as long as you avoid the bad fats (found, for example, in ice cream and ground beef) and replace them with good fats (found in olive oil, nuts and fish). We should all exercise regularly and eat more fruits, vegetables and fiber-rich whole grains. And next time someone says to you, "Hey, wasn't there a study that proved that low-fat diets aren't worth it?", you can just smile and ask that person to pass the string beans. ■

HISTORY OF A HYPOTHESIS

In 1975 a review of animal research and epidemiological data suggests a high-fat diet can trigger tumor growth • In 1990 further studies link some countries' lower rates of breast and colon cancer to their low-fat diets • In 1993 the Women's Health Initiative begins studying a 20%-fat diet • In 2006 the WHI finds hints of but no clear reduction in cancer risk in women who have moderately reduced their intake of fat

In patients with type 2 diabetes and at least one other risk factor for heart disease

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Risk factors for heart disease include high blood pressure, smoking or complications of diabetes, including eye disease and protein in urine.



IMPORTANT INFORMATION:

LIPITOR® (atorvastatin calcium) is a prescription drug. It is used in patients with multiple risk factors for heart disease such as family history, high blood pressure, age, low HDL or smoking to reduce the risk of heart attack and stroke and, along with a low-fat diet, to lower cholesterol.

It is also used in patients with type 2 diabetes and at least one other risk factor for heart disease such as high blood pressure, smoking or complications of diabetes, including eye disease and protein in urine, to reduce the risk of heart attack and stroke.

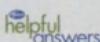
LIPITOR is not for everyone. It is not for those with liver problems. And it is not for women who are nursing, pregnant or may become pregnant.

If you take LIPITOR, tell your doctor if you feel any new muscle pain or weakness. This could be a sign of serious muscle side effects. Tell your doctor about all the medicines you take. This may help avoid serious drug interactions. Your doctor should do blood tests to check your liver function before and during treatment and may adjust your dose. The most common side effects are gas, constipation, stomach pain and heartburn. They tend to be mild and often go away.

Please see additional important information on next page.

LIPITOR is one of many cholesterol-lowering treatment options in addition to diet and exercise that you and your doctor can consider.

Uninsured? Need help paying for medicine? Pfizer has programs that can help, no matter your age or income. You may even qualify for free Pfizer medicines. Call 1-866-706-2400. Or visit www.pfizerhelpfulanswers.com



IMPORTANT FACTS



LIPITOR
atorvastatin calcium
tablets

(LIP-ih-tore)

LOWERING YOUR HIGH CHOLESTEROL

High cholesterol is more than just a number, it's a risk factor that should not be ignored. If your doctor said you have high cholesterol, you may be at an increased risk for heart attack. But the good news is, you can take steps to lower your cholesterol.

With the help of your doctor and a cholesterol-lowering medicine like LIPITOR, along with diet and exercise, you could be on your way to lowering your cholesterol.

Ready to start eating right and exercising more? Talk to your doctor and visit the American Heart Association at www.americanheart.org.

WHO IS LIPITOR FOR?

Who can take LIPITOR:

- People who cannot lower their cholesterol enough with diet and exercise
- Adults and children over 10

Who should NOT take LIPITOR:

- Women who are pregnant, may be pregnant, or may become pregnant. LIPITOR may harm your unborn baby. If you become pregnant, stop LIPITOR and call your doctor right away.
- Women who are breast-feeding. LIPITOR can pass into your breast milk and may harm your baby.
- People with liver problems
- People allergic to anything in LIPITOR

BEFORE YOU START LIPITOR

Tell your doctor:

- About all medications you take, including prescriptions, over-the-counter medications, vitamins, and herbal supplements
- If you have muscle aches or weakness
- If you drink more than 2 alcoholic drinks a day
- If you have diabetes or kidney problems
- If you have a thyroid problem

ABOUT LIPITOR

LIPITOR is a prescription medicine. Along with diet and exercise, it lowers "bad" cholesterol in your blood. It can also raise "good" cholesterol (HDL-C).

LIPITOR can lower the risk of heart attack or stroke in patients who have risk factors for heart disease such as:

- age, smoking, high blood pressure, low HDL-C, heart disease in the family, or
- diabetes with risk factor such as eye problems, kidney problems, smoking, or high blood pressure

POSSIBLE SIDE EFFECTS OF LIPITOR

Serious side effects in a small number of people:

- **Muscle problems** that can lead to kidney problems, including kidney failure. Your chance for muscle problems is higher if you take certain other medicines with LIPITOR.

- **Liver problems.** Your doctor may do blood tests to check your liver before you start LIPITOR and while you are taking it.

Symptoms of muscle or liver problems include:

- Unexplained muscle weakness or pain, especially if you have a fever or feel very tired
- Nausea, vomiting, or stomach pain
- Brown or dark-colored urine
- Feeling more tired than usual
- Your skin and the whites of your eyes turn yellow

If you have these symptoms, call your doctor right away.

The most common side effects of LIPITOR are:

• Headache	• Constipation
• Diarrhea, gas	• Upset stomach and stomach pain
• Rash	• Muscle and joint pain

Side effects are usually mild and may go away by themselves. Fewer than 3 people out of 100 stopped taking LIPITOR because of side effects.

HOW TO TAKE LIPITOR

Do:

- Take LIPITOR as prescribed by your doctor.
- Try to eat heart-healthy foods while you take LIPITOR.
- Take LIPITOR at any time of day, with or without food.
- If you miss a dose, take it as soon as you remember. But if it has been more than 12 hours since your missed dose, wait. Take the next dose at your regular time.

Don't:

- Do not change or stop your dose before talking to your doctor.
- Do not start new medicines before talking to your doctor.
- Do not give your LIPITOR to other people. It may harm them even if your problems are the same.
- Do not break the tablet.

NEED MORE INFORMATION?

- Ask your doctor or health care provider.
- Talk to your pharmacist.
- Go to www.lipitor.com or call 1-888-LIPITOR.



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PENALTY BOX?

Did the Great One pull a fast one? **JANET JONES GRETZKY**, wife of hockey legend **WAYNE GRETZKY**, allegedly placed bets with a \$1.7 million illegal-gambling ring in New Jersey. And Gretzky's assistant coach at the Phoenix Coyotes, Rick Tocchet, allegedly financed the ring. Neither Gretzky faces charges in the investigation, which authorities call Operation Slapshot, although she may be a witness before a grand jury. Tocchet's lawyer says he is innocent of all charges. Despite his proximity to the case, Gretzky says, "I didn't bet. Didn't happen. Not going to happen. Hasn't happened."

Q&A | TYLER PERRY

In last year's *Diary of a Mad Black Woman*, Tyler Perry played Madea, a gun-toting grandma. She returns this month in *Madea's Family Reunion*.

As this movie's writer and co-star and a first-time director, how nervous were you that you would crash and burn?

Not at all. I grew up in Louisiana, where they throw you in a creek and say, "Swim!"

You were homeless at one point, and now you own mansions in Atlanta and Beverly Hills. How did you do that? It's been my faith in God and belief above everything that if I worked really hard, it would all pay off someday.

Who was your

inspiration for Madea—

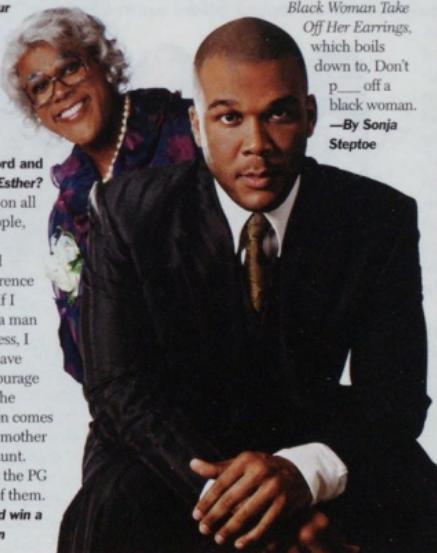
Flip

Wilson's Geraldine,

Mrs. Doubtfire or Sanford and Son's Aunt Esther?

She's based on all of those people, plus Eddie Murphy and Martin Lawrence characters. If I hadn't seen a man put on a dress, I wouldn't have had the courage to do it. The inspiration comes from my mother and my aunt. Madea is the PG version of them.

Who would win a fight between



Madea and Lawrence's Big Momma?

The fight would end up in a draw because both of them come from the same school of wisdom. They would end up being really good friends.

What advice would Madea give you for coping with overnight fame?

Don't internalize, just kick ass and take names.

What's next? I have a book of Madea's advice on love and life coming out, titled *Don't Make a*

Black Woman Take

Off Her Earrings, which boils down to, Don't p___ off a black woman.

—By Sonja Steptoe

TAKE THAT, DAVID HASSELHOFF

The hot new sensation of state-owned TV in Russia is an 87-year-old dissident with a juicy backstory. A mini-series based on **ALEXANDR SOLZHENITZYN'S**



once banned 1968 anti-Soviet novel, *First Circle*, attracted 15 million viewers a night, beating out even a broadcast of *Terminator 3*. After being imprisoned by Stalin, exiled to Vermont and triumphantly welcomed home in 1994, the reclusive writer has not always been in the forefront of Russians' hearts. Dismissed as passé, he endured the indignity of seeing his talk show canceled because of low ratings. But the success of the mini-series, for which the Nobel winner wrote the screenplay and appeared on billboards, may signal a new era of hipness for him. Do we hear *Gulag Archipelago* for sweeps?

PHOTO BY NELSON/AP



RECLUSIVE STAR EMERGES. HAS NEW HAIRCUT

It was noon, five hours before the start of the 48th annual Grammy Awards, and **SLY STONE**, 61, the songwriter and 1960s icon, was sitting placidly in the trailer car of a stretch purple motorcycle outside a Beverly Hills mini-mall. "Are we late?" he asked a bystander from under his helmet. "I thought we were right on time." Several hours later, the man known as the J.D. Salinger of funk emerged onstage at the Staples Center in Los Angeles for his first live performance since 1987. After whippersnappers like John Legend and Maroon 5 played a tribute to his old band the Family Stone, Sly, sporting a towering blond Mohawk, a silver robe and platform boots, took to the keyboard and sang a few verses of *I Want to Take You Higher* before abruptly exiting. Even so, it seems the singer is edging back toward the limelight. A new Family Stone tribute album is out, and a documentary about Stone is under way. "Sly is very interested in letting his friends know there is some evolution in his work going on," says his brother, guitarist Freddie Stone. "There's stuff you ain't heard yet." In the meantime, it was good to see Sly be himself again.

MICHAEL CALLEN/FIELD/WIREIMAGE



MARK TRITON

KODAK

Nancy Gibbs

The Secret of Barbie's Rivals

A mom suspects that girls love them for the same thing she doesn't: their 'tude

SINCE PARENTING SO OFTEN FEELS LIKE ONE LONG EXERCISE in humiliation, in which you think you know everything until your children arrive to prove you wrong, I guess I shouldn't be surprised to find myself reconsidering my deepest beliefs about girls and their dolls, in the face of a merchandising watershed.

Like many moms of my era, I was one of those who righteously banned Barbie, the doll that launched a thousand women's studies dissertations, on the grounds that we didn't want our daughters' role model to be a giddy shopaholic who said, "Math class is tough!" and had a figure that defied the laws of gravity. That stance lasted until my older daughter was about 6 and a wise friend told me I was being an idiot by turning Barbie into forbidden fruit. Sure enough, when Sleeping Beauty Barbie arrived, she was played with happily for 48 hours and then put to sleep on the shelf in favor of the paintbox and the Beanie Babies.

Fast-forward a few years. Barbie is now poised to be toppled as the most popular girls' toy by a rival that makes Barbie look Amish: the Bratz doll, a brilliant invention of MGA Entertainment that you can tell instantly, from the very name, taps into the deep desire of daughters to drive their mothers insane.

Enter the world of Bratz dolls, and you can see that their bedrooms are not pink with daisy pillows on the beds, though girls can get a disco ball and a Plugged In Lip CD Boombox. Introduced in the summer of 2001, the dolls are cool, urban and multicultural, with names like Roxxi and Nazzaria and Jade and Fianna. They have big heads and big hair, and faces that make you wonder if Angelina Jolie licensed her lips. The designers have even solved the problem of those infuriating little Barbie shoes. The Bratz feet are huge, and when you remove a shoe, the whole foot comes off with it, mildly grisly but much more practical. The dolls are a sisterhood, a rainbow coalition, and they come with killer accessories, like the sushi lounge with a karaoke stage, or the Lil' Gym with treadmill and exercise bike.

So what's not to like? After "The Unbearable Whiteness of Barbie" (the name of an actual Occidental College course), was there not a need for a doll that "looks like America"? Absolutely, but diverse is one thing, dissolute another. Most critics focus on

the clothes, which lean past trendy to trashy: torn jeans, bare navels, platform shoes, microskirts with chains. It's easy to imagine that behind those pouting lips lies a pierced tongue. But that's not really the issue. You could strip them naked, re-outfit them from Cinderella Barbie's closet and still have a problem.

It's all in the expression. Heavily made up, they look jaded, bored, if not actually stoned. You may want to play with them, but they don't want to play with you. And this matters, because when you watch little girls play, you realize that it's not just about fashion; it's about fantasy. Barbie joins the circus; Barbie teaches the teddy bears to read. You get the feeling that the Bratz dolls would come to life and protest if you told them they were entering a spelling bee.

So, having caved on Barbie for my firstborn, I banned the Bratz for my second, determined to draw a line somewhere, only to watch her fascination grow every time we passed the toy aisle at Target. Meanwhile, the competitive threat to Barbie did not go unnoticed by the makeover masters at Mattel. In the face of

years of criticism, Nurse Barbie had turned into Doctor Barbie, Stewardess Barbie into Astronaut Barbie, with a host of multicultural friends. There was even Barbie for President 2004 in a trim red pantsuit with a Stars-and-Stripes scarf.

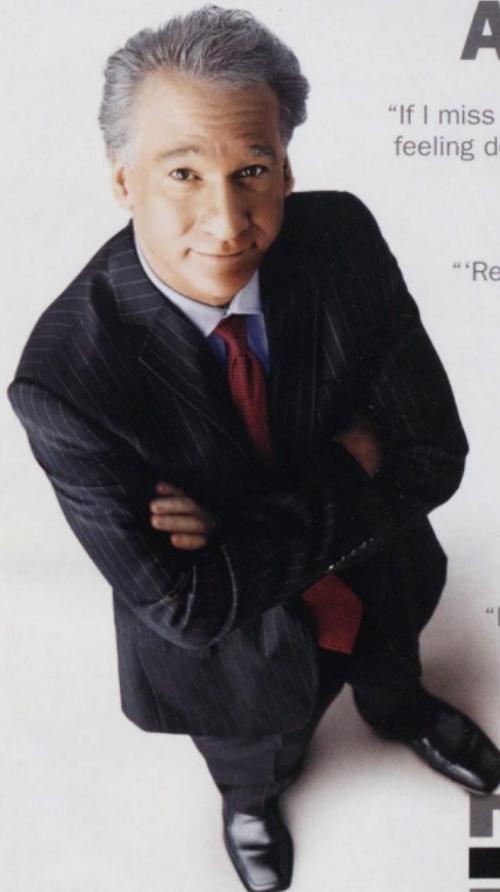
But somehow Barbie remains incurably pink and retro, because she is an icon, a Warhol painting, a Smithsonian exhibit. The latest attempt to make Barbie modern is a little painful to watch. Bling Bling Barbie looks like a Bratz clone. At the Toy Fair this week in New York City, Mattel is unveiling the new Ken, who has "hottie hair" and cooler clothes. Turns out Ken is a metrosexual now. Mattel talks about the "Barbie turnaround" it is planning, which just makes me worried about the prospect of Rhinoplasty Barbie (you can remake her face!) or Tattoo Barbie.

Suddenly Malibu Barbie is looking better to me. Once seen as insidious, she now looks innocent compared with her successors. As it happened, Santa overruled me and brought Daughter No. 2 a Bratz doll (though she came dressed in a karate outfit, which is practically a burqa by Bratz standards). Maybe in the best of all worlds, two sisters with two generations of dolls will play together. Barbie might loosen up a little and learn some new moves, while Roxxi might get some help in AP calculus. A mom can dream. ■



DOLLED UP: Presidential Barbie is a model citizen next to the vampy Bratz

BILL MAHER'S APPROVAL RATINGS ARE WAY UP



"If I miss 'Real Time with Bill Maher,' an empty feeling develops in the pit of my stomach and I must find its next showing."

—Larry King

"'Real Time' is my home away from home."

—Kurt Vonnegut

"With a president as funny as Bush, it takes a special talent to be funnier."

Thank goodness for Bill Maher."
—Salman Rushdie

"Bill Maher: My favorite liberal traitor!"

—Ann Coulter

"Bill is sharp, funny and spares no one. He is an equal opportunity offender."

—Senator Joseph R. Biden Jr.

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